7/15/40

July 15, 1940

# BROADCASTING

Broadcast Advertising

Vol. 19 • No. 2

JULY 15, 1940
WASHINGTON, D. C.

Canadian and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

BUSINESS ADMINISTRATION
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KOY
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"Jumpin' Jive, it's Fifty-Five!"

550
KILOCYCLES

1000 Watts Day & Night
CBS Affiliate

Burridge D. Butler, Chairman
Fred A. Palmer, Manager

*National Representatives:* John Blair & Company

**WIP**

**''Philadelphia's Pioneer Voice''**

**610 K.C.**

**NOW**

**5,000 WATTS**

35 S. NINTH STREET
In The Gimbel Bldg.
PHILADELPHIA

BENEDICT GIMBEL, JR.
President
EDWARD A. DAVIES
Director of Sales

## TO NEW ENGLAND'S SELLING NEEDS . . .

THE right "pitch" is essential on your sales messages for New England. They have to be "tuned" to harmonize with *local* units.

The Colonial Network's 18 stations are keyed to New England preferences—they're effective because they are in tune with the particular localities served.

No far away station, foreign to local listening habits, can possibly gain or retain the consistent loyalty that the "home sector" station possesses.

It is this year 'round acceptance and good will that build sales — economically — 52 weeks a year for Colonial Network advertisers.

You furnish the words — Colonial will furnish the music, properly tuned — and delivered to an assured New England audience.

| | | | |
|---|---|---|---|
| WAAB | Boston | WTHT | Hartford |
| WEAN | Providence | WATR | Waterbury |
| WICC | Bridgeport<br>New Haven | WBRK | Pittsfield |
| | | WNLC | New London |
| WLLH | Lowell<br>Lawrence | WLNH | Laconia |
| WSAR | Fall River | WRDO | Augusta |
| WSPR | Springfield | WHAI | Greenfield |
| WLBZ | Bangor | WCOU | Lewiston<br>Auburn |
| WFEA | Manchester | | |
| WNBH | New Bedford | WSYB | Rutland |

## *THE* COLONIAL NETWORK

21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

# ADVERTISING'S SWIFTEST PACE

**SINCE 1930** **CBS Gross Circulation — UP 259%**

**CBS Gross Advertising Cost — DOWN 48%**

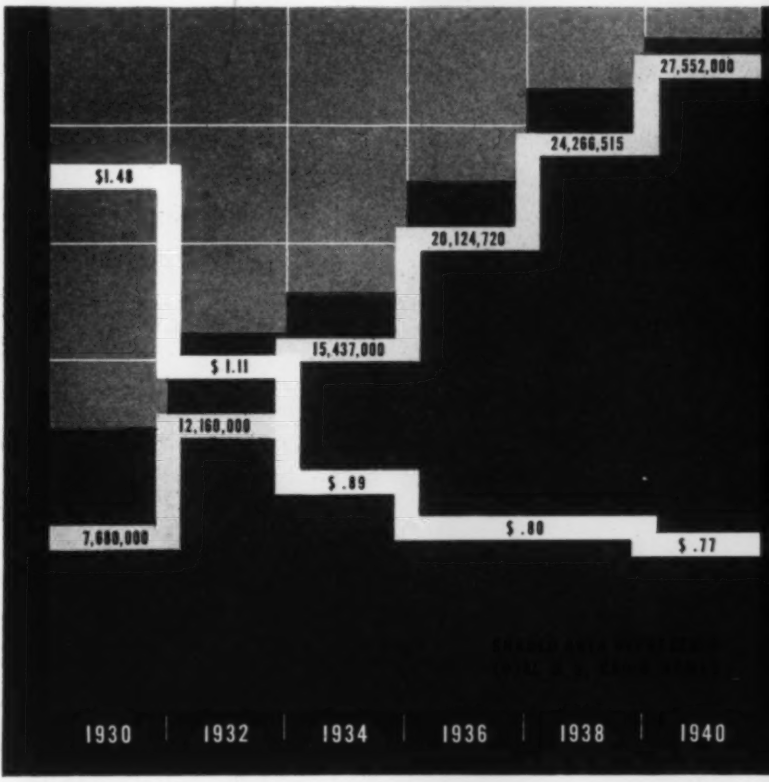
*This is the dramatic story of a social force whose growth is without parallel in modern times . . . of an advertising vehicle whose pace has been swifter than that of any other medium ever before in advertising history. It's the story of radio. And CBS.*

## ALL RADIO GROSS CIRCULATION — UP 133%

**Consistently, year after year, radio has taken an increasingly firm place in the American scene. In ten fast-paced years — from 1930 to 1940 — the number of American families with *home* radio sets climbed from 12,000,000 to over 28,000,000.**

## CBS GROSS CIRCULATION — UP 259%

**And, in this time, the Columbia Broadcasting System grew from a network of 61 stations to one of 119 U. S. stations. Columbia increased its primary coverage — with new stations and new power — *twice as fast* as the total number of radio families increased!**



**CBS RADIO HOMES (U. S.): UP 259% SINCE 1930**

The percentage of all U.S. radio families living *in CBS primary evening areas* increased from 64% in 1930 to 96% in 1940. (All figures as of January, each year.)

Gross circulation cost is cost of *complete* CBS network each year divided by number of U.S. radio families served *in CBS primary areas only*. Advertising unit used here is *time* cost of CBS evening half-hour *plus* estimated *talent* cost equal to 50% of time cost each year. *(This is considerably higher than actual average talent costs in any year.)*

**CBS GROSS COST PER M: DOWN 48% SINCE 1930**

These figures are comparable to cost of space-unit (such as black-and-white full page) divided by *total gross circulation* of space medium.

## CBS GROSS ADVERTISING COST—DOWN 48%

**The result in advertising economy, is clear. The gross cost of reaching a thousand families on CBS today is only *half the cost* of just ten years ago! As outlined in the charts above, Columbia has shown so swift a growth that today, CBS advertisers receive more for their money than ever before, in any advertising medium, in all advertising history.**

*The complete story of radio's growth ... of Columbia's pace ... of the increasing economy to Columbia advertisers ... is the fascinating story of advertising's greatest technological advance. For the first time, the detailed story is told in a new Columbia brochure, "MORE FOR THE MONEY." Write to the Columbia Broadcasting System — at 485 Madison Avenue, New York — for your copy.*

**CBS–PACE-SETTER FOR THE NETWORKS**

# WE'RE MIGHTY PROUD OF THE

# *Lone Star Chain*

**The *only* all-Texas network—from the Panhandle to the Valley**

**Take a look at these major markets covered by the LONE STAR CHAIN. You don't need to be told what box car sales figures they represent. What you want is a share of this $1,990,967,000 annual retail sales.**

**That's just what these six outstanding stations of the LONE STAR CHAIN are ready to do for you—SELL this market. They're operated by veteran radio salesmen, showmen and merchandising men. That's why each has such a loyal, responsive audience . . . why the LONE STAR CHAIN can FORCE SALES AND DISTRIBUTION OF YOUR PRODUCT IN TEXAS.**

## KGKO
### Ft. Worth-Dallas

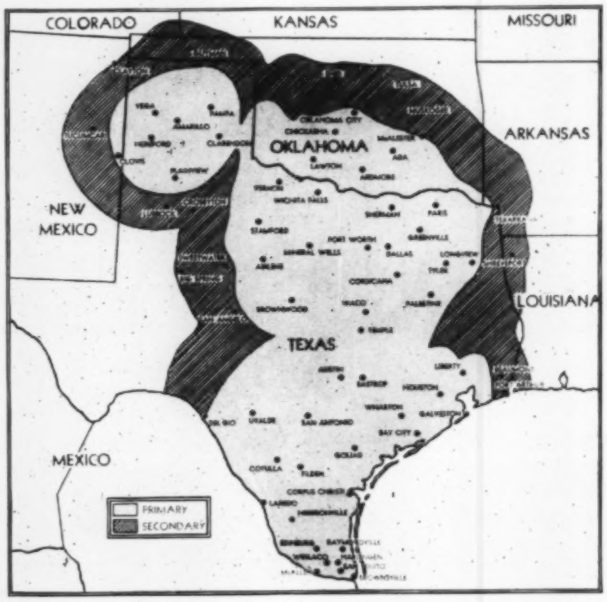
Primary daytime coverage of 689,389 Radio Homes. 5000 watts, 570 kc., NBC.

## KRIS
### Corpus Christi

Serving 34,800 Radio Homes on the Texas "Gold Coast". 500 watts, 1330 kc., NBC.

## KGNC
### Amarillo

Dominating the Panhandle market with its 53,000 Radio Homes. 2500 watts, 1410 kc., NBC.


COLORADO
KANSAS
MISSOURI
ARKANSAS
OKLAHOMA
NEW MEXICO
LOUISIANA
TEXAS
MEXICO
VEGA
PAMPA
AMARILLO
HEREFORD
CLARENDON
CLOVIS
PLAINVIEW
OKLAHOMA CITY
CHICKASHA
McALESTER
ADA
LAWTON
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VERNON
WICHITA FALLS
SHERMAN
PARIS
STAMFORD
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AUSTIN
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WHARTON
GALVESTON
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TILDEN
CORPUS CHRISTI
LAREDO
HEBBRONVILLE
EDINBURG
RAYMONDVILLE
WESLACO
HARLINGEN
SAN BENITO
McALLEN
BROWNSVILLE
PRIMARY
SECONDARY

## KTSA
### San Antonio

Has a firm hold on 334,180 Daytime Radio Homes in South Texas. 5000 watts day, 1000 night, 550 kc., CBS.

## KXYZ
### Houston

NBC outlet for the largest city in Texas. 125,000 Radio Homes. 1000 watts, 1440 kc.

## KRGV
### Weslaco

Only complete coverage of rich Rio Grande Valley market. 1000 watts, 1260 kc., NBC.

# DOING AN INTELLIGENT SELLING JOB!

**Here are boiled-down facts about the LONE STAR CHAIN . . . THE ONLY WAY TO REACH THE ENTIRE TEXAS MARKET.**

**1—Covers ALL Texas—from the Panhandle to the Valley.**

**2—Reaches 1,780,509 Radio Homes.**

**3—CAN BE BOUGHT FOR LESS THAN TEN CENTS PER THOUSAND HOMES.**

**4—Intense, overlapping coverage . . . no "holes".**

**5—A PLUS coverage in five adjoining states.**

**6—Individual station merchandising takes full advantage of established dealer relationships and listener loyalty.**

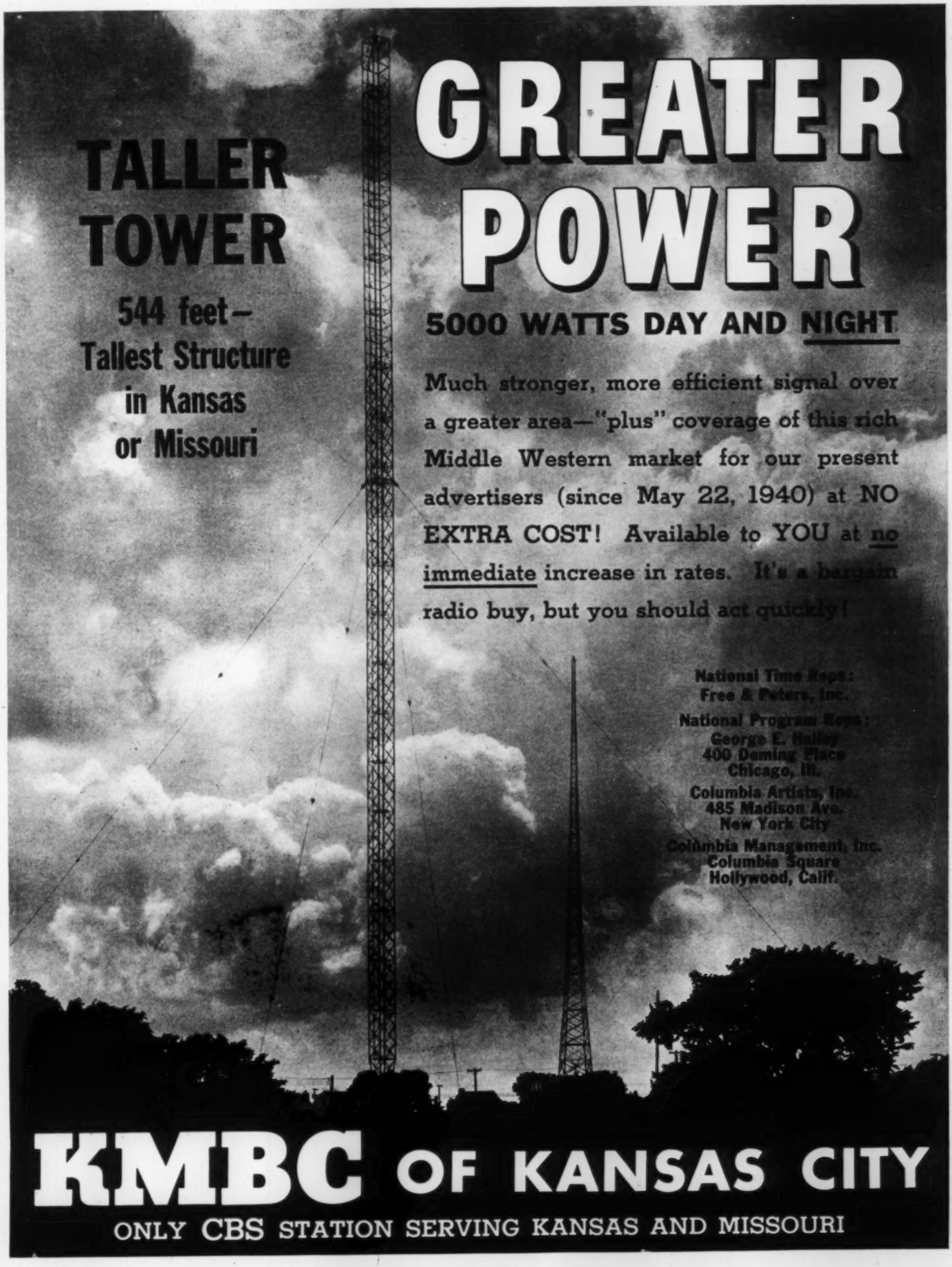
***Write Or Wire For Full Details***

## *Lone Star Chain*

Managing Director, Jas. W. Pate

## *Fort Worth, Texas*

Star-Telegram Building
Represented by Howard Wilson Co.



# GREATER POWER

**5000 WATTS DAY AND NIGHT**

## TALLER TOWER

544 feet—
Tallest Structure
in Kansas
or Missouri

Much stronger, more efficient signal over a greater area—"plus" coverage of this rich Middle Western market for our present advertisers (since May 22, 1940) at NO EXTRA COST! Available to YOU at no immediate increase in rates. It's a bargain radio buy, but you should act quickly!

**National Time Reps:**
**Free & Peters, Inc.**

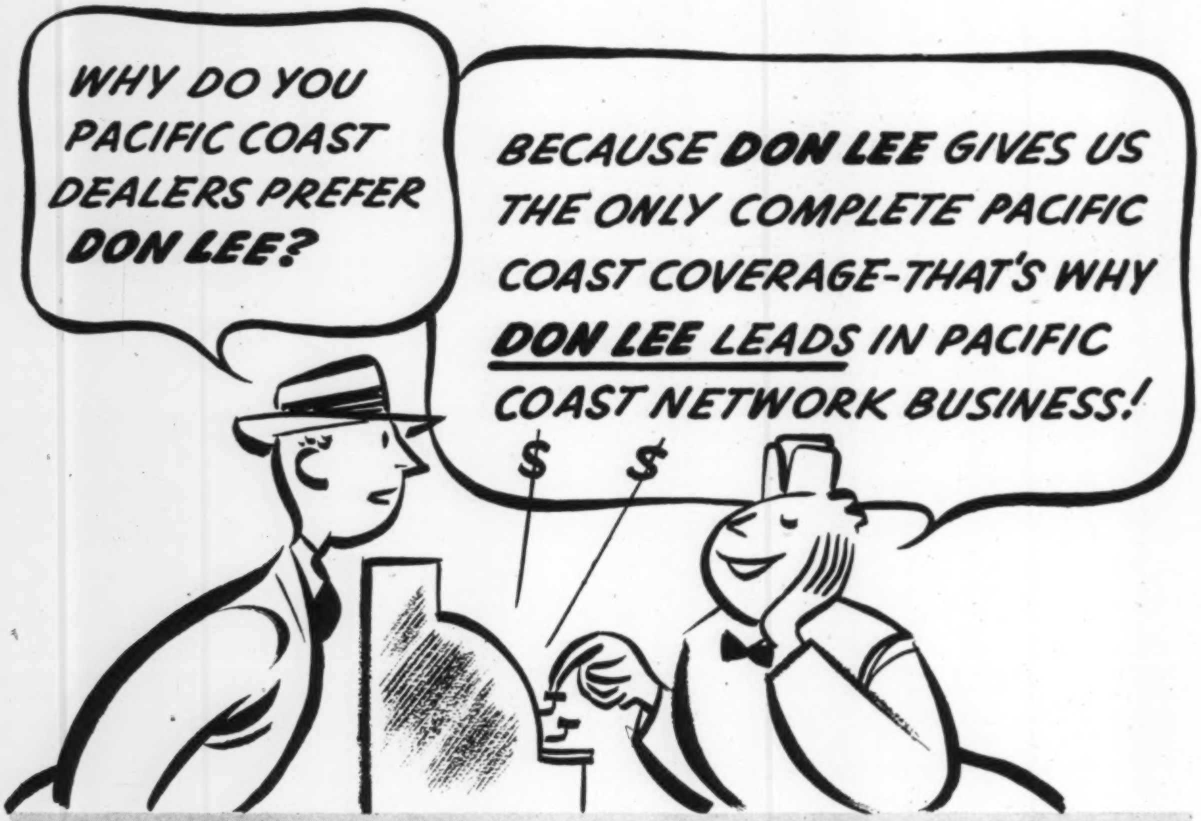
**National Program Reps:**
**George E. Halley**
**400 Deming Place**
**Chicago, Ill.**

**Columbia Artists, Inc.**
**485 Madison Ave.**
**New York City**

**Columbia Management, Inc.**
**Columbia Square**
**Hollywood, Calif.**

# KMBC OF KANSAS CITY

ONLY CBS STATION SERVING KANSAS AND MISSOURI


WHY DO YOU PACIFIC COAST DEALERS PREFER DON LEE?
BECAUSE DON LEE GIVES US THE ONLY COMPLETE PACIFIC COAST COVERAGE-THAT'S WHY DON LEE LEADS IN PACIFIC COAST NETWORK BUSINESS!
$
$

**You certainly can't fool the local advertiser. He knows the picture thoroughly because he lives right there in the midst of it. When he places his message on the air, he doesn't have to wait for surveys or charts to find out how the program's doing. His cash register is his barometer. He counts the success of his advertising campaign by the number of sales he makes the next day. *That's why more local and Pacific Coast advertisers place their business on the Don Lee stations*—because they know Don Lee's complete coverage makes sense where it counts . . . at the cash register.**

**MUTUAL DON LEE**

**1076 W. 7th St., Los Angeles, Calif.**
THOMAS S. LEE, *Pres.*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
Affiliated with Mutual . . . Represented by Blair
**BROADCASTING SYSTEM**

THE NATION'S GREATEST REGIONAL NETWORK

FOR EVERYTHING
IN RADIO RECORDING...
NBC is
your Answer!

**READY-TO-BROADCAST LOCAL PROGRAMS?**

*NBC is your Answer!* There are two outstanding NBC services available to radio stations for building audience-commanding local commercial and sustaining programs.

1. NBC Thesaurus. This "Treasure House of Recorded Programs" supplies a wide variety of fine musical material, recorded by popular, well-known artists and ensembles. Weekly continuity for 21 outstanding program series (65 programs a week).

2. NBC Syndicated Program Service. Expertly produced musical and dramatic shows including such established successes as "The Lone Ranger", "Betty and Bob", "Secret Agent K-7 Returns", "Time Out with Allen Prescott", "Carson Robison and His Buckaroos", "Heart Throbs of the Hills", "Five-Minute Mysteries" and many more. All are programs that create and *hold* large audiences.

**CUSTOM-BUILT PROGRAMS FOR "SPOTS"?**

*NBC is your Answer!* NBC's "custom" recorded program service is *complete!* It covers writing, casting and production of shows, in addition to recording, processing, manufacturing and distribution of duplicate pressings. NBC offers its splendid recording facilities—NBC Orthacoustic—plus processing and manufacturing of pressings to agencies that prefer to handle their own program production. And for "Spot" and local advertisers, with their choice of any of 200 stations, NBC Thesaurus and Syndicated programs will do an outstanding sales job at remarkably low cost.

**PROGRAM PLANNING HELP?**

*NBC is your Answer!* NBC's assistance to advertising agencies in the planning of recorded programs includes studios, fine technical service, casting help and other services. The unmatched facilities of the "Program Center of Radio" are all yours when your show is recorded by NBC. Remember—NBC Orthacoustic gives you recorded programs that literally sound like live studio broadcasts!

**AIR CHECKS?**

*NBC is your Answer!* A great many radio artists have discovered that this excellent NBC service best fulfills their requirements for "off the line" or "off the air" recordings.

Scores of advertisers and agencies—large and small—use all or part of NBC's complete radio-recording service. Let us demonstrate how this *outstanding* service fits your requirements.

## NBC Radio-Recording Division

**NATIONAL BROADCASTING COMPANY**

*A Radio Corporation of America Service*

RCA Building, Radio City, New York • Merchandise Mart, Chicago
Sunset and Vine, Hollywood

# KRLD

*Only Columbia Outlet Covering Texas With*

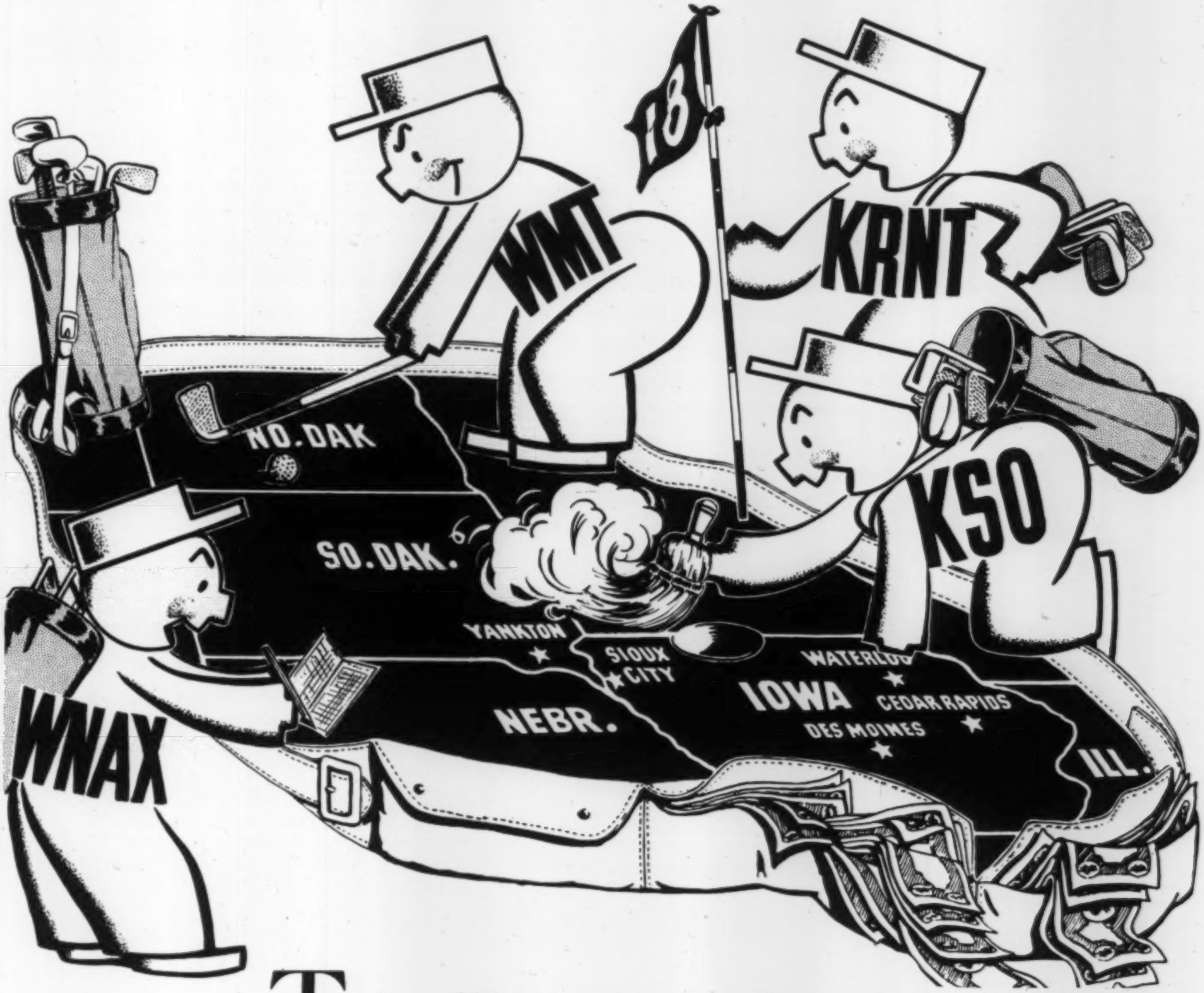
**50,000 WATTS**

**OPERATING 18 Hours DAILY---1040 Kilocycles**

**The Branham Company** National Advertising Representatives

Chicago New York Dallas St. Louis Detroit Kansas City
San Francisco Los Angeles Portland Seattle

**KRLD—The Voice of The Dallas Times Herald**



# This "Par-Shooting Foursome" puts you *on the green* (THE FOLDING KIND)

# ..in "America's Money Belt"

Plan to tee-off with this championship foursome for your fall radio campaign. You'll find your advertising message gets an easy swing through this richest area of the country.

The Cowles Stations area is a top-flight "Country Club" with a farm income scoring 17% of the total cash farm income of the nation. There are well over six million persons in the Cowles Stations' "gallery" spending more than $1,500,000,000 annually with retail outlets in the area — a valuable trophy for advertisers.

These four stations are pro's at "following through" with effective merchandising aid, and with their firm grip on a loyal audience of listeners can put your product "straight to the pin."

We have a right dandy "mail and sale" record we'd like to show you. Write us today . . . we'll send you our scorecard.

**The Cowles Stations**

**WMT** ★ **KRNT** ★ **KSO** ★ **WNAX**

CEDAR RAPIDS WATERLOO · DES MOINES · DES MOINES · YANKTON SIOUX CITY

Affiliated with THE REGISTER AND TRIBUNE, Des Moines, Iowa

*Represented Nationally by* THE KATZ AGENCY

FIFTH OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

Two years, Kansas State Agricultural College
Two years, Lincoln (Neb.) Star
One year, Omaha (Neb.) World Herald
Three years, radio wholesaling (partner)
Seven years, Omaha (Neb.) Bee News
Free & Peters (Chicago Office) since Jan., 1938

# Cheese it, fellows—it's J. W. KNODEL!

What Bill Knodel knows about merchandising would fill a book—has filled more *order books*, for more kinds of merchandise, than the complete works of almost any other advertising salesman in this country. And *selling goods* through spot radio is Bill's favorite dish.

For spot broadcasting is the one radio system by which the advertising manager can allocate money and effort as intelligently as the sales manager allocates *salesmen*. Thus it is the one system by which he can help build sales with least expense, and with greatest profit. . . With spot radio, he is not forced to spend money in one rigid list of stations, nor to use any set hour or program which may not be favorable in certain time zones or communities. . . With spot radio, he can put his radio effort exactly where he needs it, at the best hour for that particular spot. He can use the one program idea, the one kind of talent that seems most fitting for *each individual market*.

Bill Knodel and every one of our other thirteen good men is an expert on spot broadcasting, and on the twenty-four important markets listed at the right. His job is not to "sell" you. It's to give you the dope on which you can make intelligent *purchases*. That's the way we work, in this group of pioneer radio station representatives.

**EXCLUSIVE REPRESENTATIVES:**

| | |
|---|---|
| WGR-WKBW | BUFFALO |
| WCKY | CINCINNATI |
| WDAY | FARGO |
| WOWO-WGL | FT. WAYNE |
| KMBC | KANSAS CITY |
| WAVE | LOUISVILLE |
| WTCN | MINNEAPOLIS-ST. PAUL |
| WMBD | PEORIA |
| KSD | ST. LOUIS |
| WFBL | SYRACUSE |
| **. . . IOWA . . .** | |
| WHO | DES MOINES |
| WOC | DAVENPORT |
| KMA | SHENANDOAH |
| **. . . SOUTHEAST . . .** | |
| WCSC | CHARLESTON |
| WIS | COLUMBIA |
| WPTF | RALEIGH |
| WDBJ | ROANOKE |
| **. . . SOUTHWEST . . .** | |
| KGKO | FT. WORTH-DALLAS |
| KOMA | OKLAHOMA CITY |
| KTUL | TULSA |
| **. . . PACIFIC COAST . . .** | |
| KECA | LOS ANGELES |
| KOIN-KALE | PORTLAND |
| KROW | OAKLAND-SAN FRANCISCO |
| KIRO | SEATTLE |

# FREE & PETERS, INC.

*Pioneer Radio Station Representatives*
*Since May, 1932*

**CHICAGO:** *180 N. Michigan* Franklin 6373
**NEW YORK:** *247 Park Ave.* Plaza 5-4131
**DETROIT:** *New Center Bldg.* Trinity 2-8444
**SAN FRANCISCO:** *111 Sutter* Sutter 4353
**LOS ANGELES:** *650 S. Grand* Vandike 0569
**ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 19. No. 2 WASHINGTON, D. C., JULY 15, 1940 $3.00 A YEAR—15c A COPY

# FCC Delay Perils Havana Radio Treaty

## Status of Clears Held Basis of Inaction

DEEP CONCERN is being evinced in radio circles, both official and industry, over the fate of the Havana Treaty, involving a wholesale reallocation of broadcast assignments on the North American Continent. The perturbation arises from the seeming inertia of the FCC.

Known opposition of at least three FCC members—and possibly a majority of the seven-man agency—to retention of clear channels as provided in the treaty, appears to be the key to the inaction. Because of the time limitations in the treaty itself, uneasiness is being expressed and there is fear the treaty provisions might go by default or that possibly one of the other signatory nations might find it expedient to permit the pact to lapse.

### Without Authority

A study of the treaty, adopted in Havana Dec. 13, 1937, reveals that the FCC actually is without power to permit the pact to become moot through failure to act. The Senate has ratified the treaty and any inaction would breach a mandate of the United States Government. Consequently, even if thought of scuttling it is harbored by individual members of the FCC, it could not be accomplished without creating an international incident of major proportions.

More immediate is the report that several members of the FCC are toying with the idea of revising allocation provisions under the treaty to eliminate all clear channels, whereas the pact provides for 32 exclusive wavelengths for this country, of which 25 would be assigned for unduplicated clear-channel service. The intent of certain members of the FCC in this connection was clearly revealed in the controverted Network-Monopoly Report in which the three-man committee literally pulled in by its forelocks the indirect recommendation that all clear channels be duplicated [BROADCASTING, June 15]. Members of the committee were Thad H. Brown as acting chairman, Paul A. Walker and F. I. Thompson. Commissioner George H. Payne also is anti-clear channel, judging from past attitudes, while Chairman James Lawrence Fly remains an unknown quantity, though he has expressed himself strongly in the past against "monopoly." He at least cannot be regarded at this stage as a clear-channel advocate.

### Craven Wants Approval

Commissioner T. A. M. Craven, chairman of the American delegation to the 1937 Havana Conference and recognized as the father of the agreement which has won widespread praise in both official and industry circles, is a strong advocate of immediate approval of the treaty allocations. Commisioner Norman S. Case is an adherent of the same view and Col. Brown, despite his signing of the provocative Network-Monopoly Report, in the past has been regarded as an advocate of clear channels to insure rural and remote service.

All hope, of course, has not been abandoned for carrying to fruition the full treaty terms since technically there is still time in which to accomplish this. Mexico—last of the four major nations to ratify the treaty—did so March 29 after a two-year wait during which strong diplomatic pressure was brought by this country and Canada to procure favorable action. Mexico's long delay was occasioned largely by the provision under which the notorious border stations, such as those operated by Dr. John R. Brinkley and Norman Baker, would go by the boards, eliminating a main source of interference with U. S. and Canadian station operations.

Under the treaty, each nation must exchange allocation lists 180 days after the last signatory shall have ratified the treaty. Those exchanges, consequently, must be made by latter August. The treaty, under its own terms, must become effective not more than a year after the fourth nation has ratified, which means March 29, 1941. It is pointed out that time is getting short and that to procure the obvious benefits of eliminating interference, possible through the treaty, no time should be lost.

The fact that the FCC will go into quasi-recess after its scheduled meeting July 19 is also regarded with concern. The Commission, of course, can meet any time a quorum is available but on a matter of such importance it is thought that most if not all of the FCC members should be present. Several commissioners have made plans for vacation trips after July 19, with possibly only one meeting to be scheduled at an unspecified date prior to resumption of normal schedules after Labor Day.

### Assignments Ready

It is known that for several weeks, at least, all engineering details regarding station shifts (some 90% of the 800-odd stations are affected under the reallocations) have been worked out. It remains only

(*Continued on page 76*)

# Naming of Defense Board Imminent

## Personnel Problem Only Hitch in Setting Up Radio Committee

PROMULGATION by President Roosevelt of an Executive order creating the Defense Communications Committee, comprising leading Government officials, was represented as having reached its final stage of preparation in Government circles as BROADCASTING went to press July 12, with only agreement as to personnel to be accomplished.

Designation of the committee, with appropriate subcommittees representative of branches of the communications industry, including broadcasting, apparently has cleared through all Governmental agencies affected. President Roosevelt also is said to be in full accord with the project, designed to create a planning board to coordinate policy in all phases of communications, including broadcasting, during the war emergency.

Of significance, however, was the suggestion made to FCC Chairman James Lawrence Fly, leading proponent of the committee plan, that there be named a coordinator of communications to serve with the National Defense Commission, headed by William S. Knudsen, Edward R. Stettinius Jr., and Ralph Budd. The suggestion was made July 3 by NAB President Neville Miller in a letter to Chairman Fly. It was premised on the view that the Knudsen-Stettinius Commission has advisors representing virtually all of the major industries, whereas the proposed Defense Communications Committee would be a board made up entirely of Government personnel with subordinate advisory committees.

### Conferences with President

Thus far Chairman Fly has made no response to the Miller suggestion. It was indicated, however, that the FCC chairman and other members did not look with favor on the suggestion. Whether they harbored this view because they felt there would be a conflict with the proposed independent Defense Communications Committee, was not revealed.

While no formal word has been forthcoming from the White House, Chairman Fly has had several conferences with President Roosevelt and with the chief communications officers of the Army and Navy regarding the proposed defense committee. It is known that an Executive order, in draft form, already has been prepared. Presumably the President has but to sign the order and name the committee of five or more Government executives. In some quarters it was said the delay occasioned during the last month is ascribable to the desire by the White House to pick a particularly expedient time at which to make the announcement.

Chairman Fly July 8 stated at his press conference that everything possible had been done to expedite appointment of the committee. He also said there had been a tentative agreement on personnel, and that no difficulties were encountered anywhere along the line.

Chairman Fly took occasion to reiterate strongly his previously expressed views that there was no occasion for alarm over appointment of the committee and that the whole project was premised on the continuance of private management control and normal operation of broadcasting. He said in one-syllable words that the plan is to leave private operations in private hands.

Chairman Fly, regarded as a possible selection for chairmanship of the Defense Committee, did not

(*Continued on page 77*)

# NAB Board Moves to Check Code Opposition by Minority

## Limit on Commercials, Controversial Issues Form Basis of Attack; Edgar Bill Rallies Support

A DETERMINED stand against possible moves to emasculate the NAB self-regulation code at the NAB convention in San Francisco Aug. 4-7 has been taken by a majority of the NAB Board of Directors under leadership of Edgar L. Bill, president of WMBD, Peoria, and chairman of the Code Compliance Committee.

Just a year after the adoption of the code at the Atlantic City convention, Mr. Bill wrote members of the NAB board on behalf of the code committee in connection with reports that an "organized minority" plans to launch an attack on the creed. Opposition has been directed primarily against provisions limiting commercial copy, to become effective Oct. 1, and against the ban on sale of time for discussion of controversial issues.

### Agency Reminder

With the move to block any tampering with code provisions, Ed Kirby, NAB public relations director and secretary of the code committee, sent to advertisers and advertising agencies a reminder that the time limitation and acceptability of account provisions of the code become fully operative Oct. 1. "In this period of social and economic transition," Mr. Kirby wrote, "we know that you will welcome this development as a wise and timely move beneficial to both consumers and to advertisers alike."

In response to his inquiry about the position of board members apropos the movement to amend the code, Mr. Bill received spontaneous support from a substantial number of NAB officials. For the most part they reported that stations in their respective districts appeared to support wholeheartedly all of the code provisions. They were of one accord in pledging resistance against any attacks.

"We are not going to permit any thoughtless minority to tamper with the code", wrote Harold V. Hough, general manager of WBAP and KGKO, Fort Worth. "I believe the code is stronger with the rank and file of the broadcasters now than ever before. There is nothing to do but for all of us to go to bat fast and furiously in San Francisco and absolutely squash any movement which shows its ugly head towards doing something to the code. We won't permit it to be done."

Edwin W. Craig, WSM, Nashville, stated that broadcasting has never taken "a more sensible, a more constructive, a more beneficial step than its preparation and adoption of the code". Pledging his vigorous endorsement and assistance at the convention, Mr. Craig said he thinks of the code in terms "which seem to me to demand that radio operators be willing to sacrifice something for the general benefit, and certainly the future." He expressed his appreciation for the work of the code committee.

Herb Hollister, KFBI and KANS, Wichita, said he had failed to discover any "organized minority" in his district, but that he would support the code when it comes up for discussion. John J. Gillin Jr., WOW, Omaha, thanked Mr. Bill for attending the district meeting in St. Louis June 8 and for the splendid manner in which he cleared up the code problems in the area.

F. M. Russell, Washington vice-president of NBC, said he would do everything he could to see that the code is "promoted and encouraged before and during the convention". John E. Fetzer, WKZO, Kalamazoo, Mich., stated that while some difficulty had been experienced in code enforcement in his district, it is now being complied with 100%.

### Solved by Common Sense

Earl H. Gammons, WCCO, Minneapolis, declared that although unusual situations occasionally grow out of code enforcement, most of the questions that have come before the board the past year "impress me as requiring only a little common sense for their solution". Earl J. Glade, KSL, Salt Lake City, reported that the 14th District meeting in June vigorously supported the code and that he felt there would be little complaint from that area.

Harry R. Spence, KXRO, Aberdeen, Wash., reported that while all broadcasters in the area are not agreed on Broadcast Music Inc. as a solution of the copyright controversy, "they are in thorough accord with regard to the code." He said he would do everything possible in defense of the code at the convention, and complimented Mr. Bill for the job of the code committee.

**RADIO'S** best golfer as of Aug. 4 wins this handsome trophy awarded annually by BROADCASTING to the winner of the golf tournament held in conjunction with the NAB annual convention. First foursome tees off at 10 a.m., Aug. 4, at the California Golf Club, San Francisco. The trophy will be presented to the low net scorer at the banquet Wednesday night, Aug. 7. Past winners of the trophy were Dr. Leon Levy, WCAU, Philadelphia, 1932; Jerry King, Standard Radio, 1933; Lewis Allen Weiss, Don Lee, 1934; Carl Haymond, KMO, Tacoma, 1935; Ross Wallace, WHO, Des Moines, 1936; E. C. Pulliam Jr., WIRE, Indianapolis, and Harry C. Butcher, CBS, Washington, tie, 1937; (no tournament 1938); V. E. Carmichael, KWK, St. Louis, and K. W. Pyle, KFBI, Wichita, tie, 1939.

Members of this committee likewise give their full support to Mr. Bill. E. K. Cargill, WMAZ, Macon, stated that outside of a "few radicals in the industry" he thought the code is considered the "Golden Rule" for radio.

In his notice to advertisers and agencies, Mr. Kirby included a reprint of the commercial section of the code. The daytime commercial limitations are 3;15 minutes for a 15-minute program; 4:30 for a 30-minute program; and 9 minutes for an hour program. At night the limitations are 2:30 for 15 minutes; 3 for a half-hour program, and 6 for an hour program. These limitations do not apply to participation programs, announcement programs, "musical clocks" and other local renditions falling in these categories.

### Disc Problem

Because of the day-night commercial differentials, transcription makers were asked to note that there is a 45-second extra time allowance for a 15-minute daytime commercial over the 2:30 limitation on a nighttime 15-minute commercial. This suggestion was made:

"Because it is impossible in most instances to know whether a transcription is to be played during the day or night, it is the committee's recommendation that commercial copy be prepared within the nighttime limitation, and that an extra 45 seconds be given over to theme music. Thus, when the program is played on daylight spots, the local announcer can step in over the theme to take advantage of the extra 45-second daytime allowance with additional copy."

### What to Wear

TO THOSE planning to attend the NAB San Francisco convention, the city fathers advise topcoats are in order for both men and women. "Summer whites" are not worn in Frisco (except by tourists). Boosters say the convention town enjoys perennial "Indian Summer" and conventioneers should dress accordingly.

# JOINT RADIO DAY AT FAIRS

## New York and San Francisco to Join Aug. 3 in Tribute to Broadcasting Industry

HIGHLIGHTED by a special one-hour broadcast, to be carried by all three national networks and available to independent stations as well, Broadcasters Day will be observed Aug. 3 at both the New York World's Fair and the Golden Gate Exposition at San Francisco. Participating in the event, first of its kind in the history of radio, will be the nation's best-known personalities in many fields, according to a July 9 announcement made jointly by the management of both fairs [BROADCASTING, June 1].

A simultaneous celebration has been planned at both expositions, with special emphasis to be placed on radio's promotion of national unity through free expression of ideas. The Aug. 3 date was selected to tie in with the annual NAB Convention, which opens in San Francisco Aug. 4. Chief event of the day on the exposition grounds in both New York and San Francisco will be tributes to radio by national leaders, climaxed by the unveiling of a commemorative plaque at both fairs. Participation of President Roosevelt in the event, either in person or by remote control, is sought by fair officials and the NAB.

### Fair Officials to Speak

Although details of the broadcast, to be carried 8-9 p. m. (EDST) by CBS, NBC and MBS and non-network stations linked for the occasion, have not yet been completed, the general plan includes appearances by Harvey D. Gibson, chairman of the board of the New York Fair, and Marshall Dill, president of the Golden Gate Exposition, and entertainment by radio, stage and screen stars. NAB President Neville Miller is to speak for the radio industry in accepting the tribute. Dr. John S. Young, director of radio and television for the New York World's Fair, and R. C. Coleson, director of radio for the San Francisco exposition, will be masters of ceremony at the New York and San Francisco pickups.

The two fair executives, Mr. Gibson and Mr. Dill, in a joint statement July 9 declared:

"The World's Fair of 1940 in New York and the Golden Gate International Exposition are happy to join in this proposed tribute to a great and vital American industry, an industry which has become a tremendous force in the development of our national aims and ideals. In these times of stress, it is more important than ever that freedom of radio take its place along with those other priceless freedoms guaranteed to us by the Bill of Rights. We believe that the two great international expositions now being held on opposite sides of our American continent can perform a great service to the nation by helping to focus attention in this way on the American concept of freedom of radio taking its place alongside freedom of speech, freedom of worship and freedom of the press."

# Miller Calls for Aggressive Action

## BMI, Defense and Code Among NAB Topics At Convention

By NEVILLE MILLER
President, NAB

IN COMING to San Francisco to participate in their most important convention in 20 years, the broadcasters of the nation are meeting to carefully consider and face squarely every problem, large or small, which confronts them in this critical emergency period.

Mr. Miller

As usual, we have many problems — some old ones like music copyright, and some new ones brought on by the present emergency. However, San Francisco will be no Munich; the broadcasters will offer no appeasement to any group seeking plunder or special favor. There is a definite determination for positive aggressive action by an industry united by bonds of common interests.

### Progress of BMI

Since our convention in Chicago last September, BMI has been organized and has made exceptionally good progress. Today, instead of long, drawn-out negotiations with ASCAP, reaching no solution, ASCAP is beginning to hear our answer to the music question and to hear it in terms they understand so well—in terms of new non-ASCAP music which is being played by the stations and the networks. They will hear it louder and louder in the months ahead as the works of new composers and authors, thanks to BMI, finally receive the recognition to which they have long been entitled.

We want you to hear the whole story of BMI. We know you will be proud of what has been accomplished to date. We know you will be enthusiastic regarding the future.

For the first time since he came to the FCC, Chairman James L. Fly comes before the industry fresh with views derived from his first official year in office, a year in which notable decisions in practically all sectors of the administrative regulatory field have been made—legal, technical, economic and social.

Assistant Secretary of War Louis Johnson will be with us to make an important Government pronouncement on the subject of the war emergency and radio's relation to the national defense program now under way.

No industry in America comes to its national convention with a more magnificent year-record of service behind it—public service as well as economic service. The complex and sometimes staggering social problems brought on in this most eventful year in world's history found the industry manned by people whose minds and hearts were big enough to rise to every occasion.

Those few skeptics who earlier questioned that radio had never been in a war emergency period have now found their answer: This year, 1940, finds American radio higher in public esteem and confidence, more necessary in the daily lives of our citizens than ever before. This is a record in which we take just pride. It is a record to be treasured and guarded from those who would undermine it, either through malicious self-interest or through honest ignorance.

### Code Discussion

In light of what has happened during the past year, we were indeed a wise industry to inaugurate, in July, 1939, our program of self-regulation through the NAB Code at the Atlantic City convention. A review of the code, therefore, will occupy a prominent place in our deliberations in San Francisco.

There is a new interest in this year's convention on the part of advertisers and agencies. This is not only a natural development with the growing importance of radio as an advertising medium, but also because of new problems, commercial and social, such as the consumer problem, requiring collaboration. Contingents of New York and Chicago agency people are scheduled to meet with the NAB Bureau of Radio Advertising and the National Sales Managers' Committee in several important commercial conferences — in one of which will be presented the new plan for the measurement of radio advertising, a need more and more in demand by both advertisers and station sales executives.

Several important meetings will be held in conjunction with the full convention. The board of directors will have their annual meeting Sunday, Aug. 4. IRNA and the independents will hold special meetings. FM broadcasters are planning an important conference. FM will be a subject of unusual interest on the full convention program.

Ample opportunity is being provided for broadcasters to meet with advertisers, agency people, transcription companies, engineering firms, station representatives, news services and other allied interests who will be present. The annual convention banquet will be held on Treasure Island, Wednesday night, Aug. 7. The entertainment this year promises to be both novel and unusually entertaining.

I urge that every station have a representative at San Francisco. The matters we will discuss deserve the best thinking of the entire industry. Your voice, your views, are needed.

Of inestimable value and pleasure, too, will be the opportunity once again to renew old friendships, to visit with one another as we find a moment of two of relaxation away from the considerations of the serious problems we are gathering to face.

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## TENTATIVE PROGRAM, NAB CONVENTION

### St. Francis Hotel, San Francisco, Aug. 4-7

#### SUNDAY, AUG. 4

Golf Tournament, California Golf Club, for BROADCASTING Magazine Trophy (tee off 10:30 a.m.)
Committee Meetings
  Code Committee
  Sales Managers Committee
  Legislative Committee
  Research Committee
  Accounting Committee
  Engineering Committee
  Other committee meetings to be set

4-7 P.M.
San Francisco Press Club Party

6:30 P.M.
Board of Directors Dinner

#### MONDAY, AUG. 5

10 A.M.
Business Session, Colonial Ball Room
  Address of Welcome, Mayor Rossi
  President's Annual Report
  Appoint Convention Committees
  Secretary-Treasurer's Report
  Labor, Wages and Hours, Joseph L. Miller
  Proposed Amendments to By-Laws
  Report of Nominating Committee—Directors-at-Large

12:30 P.M.
Luncheon, Colonial Ball Room
  James Lawrence Fly, speaker

2:15 P.M.
Group Meetings
  IRNA, NIB
  National Sales Managers, Station and Agency Representatives

4:15 P.M.
Group Meetings
  Clear Channel Stations
  Regional Stations
  Local Stations

Evening
  Delegates as Guests of Golden Gate Exposition

#### TUESDAY, AUG. 6

8:30 A.M
Engineering Roundtable (breakfast session auspices Engineering Committee, Lynne Smeby presiding)
Public Relations & Code Roundtable, Ed Kirby presiding.
Research Roundtable, Paul F. Peter presiding.
Law Roundtable, Russell P. Place presiding.
Labor, Wages & Hours Roundtable, Joseph L. Miller presiding.

10 A.M.
Business Session, Colonial Ball Room
  Report of Nominating Committee
  Election of Directors-at-Large (ballot boxes open 10 a.m. to 4 p.m.)

10:05 A.M.
Broadcast Music Inc.
  Neville Miller, Merritt E. Tompkins, Sydney M. Kaye, Carl Haverlin

12:30 P.M.
Luncheon, Colonial Ball Room
  Hon. Louis Johnson, Assistant Secretary of War, speaker.

2:15 P.M.
Business Session, Colonial Ball Room
  Auspices NAB Sales Managers Division, William Cline, WLS, chairman.
  William Scripps, Chairman NAB Research Committee, and Paul F. Peter, Director of Research, NAB, "The Unit Plan of Volume Measurement".

2:45 P.M.
  Roundtable on Unit Plan of Volume Measurement, Representatives of ANA, AAAA, NRDGA, Sales Managers.

3:15 P.M.
  General Discussion
  Vote on Unit Plan

3:50 P.M.
Audimeter Audience Measurement A. C. Nielsen.

6:30 P.M.
Meeting of New Board of Directors.

7:30 P.M.
Television
  Talks by Ted Smith, RCA, and Harry Lubcke, Director of Television, Don Lee
  Demonstration, Roundtable

#### WEDNESDAY, AUG. 7

8:30 A.M.
Breakfast Sessions as Tuesday

10 A.M.
Business Session, Colonial Ball Room
  Edgar Bill, "The NAB Code"
  Dr. Frank Kingdon.
  Special Events Broadcasting, Mark Ethridge, WHAS, presiding.
    Herbert Hollister, KFBI
    A. A. Schecter, NBC Director of News and Special Events
    Paul W. White, CBS Director of Public Affairs
    Van C. Newkirk, Don Lee-MBS Special Events Director

12:30 P.M.
Luncheon (under auspices INS)

2:15 P.M.
FM Broadcasting, John Shepard 3d presiding.
  Speakers
  Demonstration
  Roundtable

4:00 P.M.
FM Broadcasters executive session.

4:30 P.M.
Reports of Committees
Unfinished Business

8 P.M.
Annual Banquet, California Ballroom, Treasure Island
Presentation of BROADCASTING Trophy.

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## 200 RESERVATIONS FOR NAB SESSION

WITH upwards of 200 reservations already indicated at San Francisco hotels, the NAB anticipates a representative convention of broadcasters in San Francisco Aug. 4-7, it was stated at Washington headquarters July 12.

Enrollment of more than 30 new member stations since June 1 as the result of a membership drive launched by C. E. Arney Jr., assistant to President Neville Miller, may be reflected at the annual meeting. A goal of 50 new members has been set by convention time.

Fifty-nine membership chairmen in the various States and districts have been followed up by personal contact membership campaign material sent from headquarters. The Association's membership of 457 is the largest in its history.

New stations enrolled since June 1 are WSKB, McComb, Miss.; WKPT, Kingsport, Tenn.; WTSP, St. Petersburg, Fla.; KIDO, Boise, Idaho; KRIC, Beaumont, Tex.; WJHP, Jacksonville, Fla.; KCRC, Enid, Okla.; WMAN, Mansfield, O.; WMBC, Detroit; WTRY, Troy, N. Y.; WSLB, Ogdensburg, N. Y.; WBNY, Buffalo; WOLF, Syracuse; WPRP, Ponce, P. R.; WMFF, Plattsburg, N. Y.; WTNJ, Trenton; WHCU, Ithaca, N. Y.; WCOS, Columbia, S. C.; KVOE, Santa Ana, Cal.; WCNW, Brooklyn; KYCA, Prescott, Ariz.; KARK, Little Rock, Ark.; KAND, Corsicana, Tex.; KGFW, Kearney, Neb.; WFTC, Kinston, N. C.; WLOG, Logan, W. Va.; KDRO, Sedalia, Mo.; KWFC, Hot Springs, Ark.; KRLC, Lewiston, Idaho; KUJ, Walla Walla, Wash.; WHPC, Albany, Ga.; WKIP, Poughkeepsie, N. Y.; WBTM, Danville, Va.

# Local Agreements Halt Musicians Strike

## Remote Orchestra Pickups Return To Networks

FEARS that the broadcasting industry might be confronted with the threat of a nationwide strike of union musicians were entirely dispelled July 11 as both NBC and CBS were freed from the ban on remote dance band pickups invoked by the American Federation of Musicians. When KSTP, St. Paul, NBC outlet, and WRVA, Richmond, on CBS, compromised differences with their respective musicians' locals, normal remote schedules were resumed.

KSTP settled its differences with the St. Paul local July 9, ending a strike that had been called against the station a month earlier. The agreement with WRVA was negotiated July 10, with both sides represented as being entirely satisfied. Prior to the settlements James C. Petrillo, new AFM president, told **Broadcasting** that if the stations and the locals did not come to terms the National AFM might have to "shoot the works", which was interpreted as meaning a national strike.

### All Remotes Were Cancelled

Trouble began in both St. Paul and Richmond following the expiration Jan. 17 of the national agreement between the AFM and all network affiliated stations, leaving the negotiating of further contracts to the individual stations and local unions. In most cities the new contracts were worked out with little difficulty, generally continuing the terms of the national agreement.

But the old terms were not satisfactory to KSTP and WRVA and they proposed new terms which, in turn, did not please the unions. After months of conversation had failed to produce a solution of differences in either city, strikes were called early in June against both stations and local remotes were cut off from them.

When these strikes had persisted for several weeks without result, the national union entered the picture. On June 28 Mr. Petrillo asked NBC to stop feeding sustaining remote dance band programs to KSTP. When NBC refused to take this action, he ordered a number of top ranking "name" bands to cease playing remotes for NBC which might be fed to KSTP.

Although KSTP is an outlet of the Red Network, remote pickups of both Red and Blue were banned as some of the orchestras concerned were transmitted at various times over both Red and Blue hookups. With the removal of these name bands from its schedule, NBC decided to make a clean sweep of all such pickups until a final settlement could be reached and cancelled all of its dance band remotes.

### Richmond Situation

On July 1. Mr. Petrillo requested CBS to refrain from feeding such programs to WRVA and the same cycle was repeated. CBS refused; the union ordered "name" bands off; CBS cancelled all remotes. For either network to have acceded to the AFM request and to have cut off its service to its affiliate would have been a breach of contract. When WRVA replaced its CBS dance pickups with similar programs from MBS, with which it is also affiliated, the AFM ordered several bands not to play for MBS. This network, however, did not follow the example of NBC and CBS by cutting off all remotes, but simply replaced the absent bands with others not forbidden by the union. The other networks filled the late evening hours with variety and musical programs from their own studios and from those of their affiliates.

### St. Paul Impasse

Negotiations between stations and unions were immediately resumed in St. Paul and Richmond and were started in New York between network executives and AFM officials. On July 9 Stanley E. Hubbard, president of KSTP, announced that "a satisfactory agreement has been worked out between KSTP, James Petrillo, president of AFM, and NBC." Terms of the settlement, which became effective at once and resulted in immediate restoration of the name bands to NBC, were not disclosed at that time. Agreement followed a long conference in the office of Gov. Harold E. Stassen, recent GOP keynoter. who aided in negotiating a settlement following his return to St. Paul.

Strike against KSTP was called June 8 when the station refused to agree to union demands for an annual payment to union musicians of more than $21,000, the station said. In an earlier statement, issued June 30, Mr. Hubbard said that KSTP was willing to sign a contract with the union, to agree to employ only AFM musicians and to pay "any reasonable wage scale" and observe any working conditions the union might set.

Stating that KSTP was always willing to negotiate with the AFM, he continued, "there is, however, a great difference between 'negotiations' and 'ultimatum', and it is on this point that KSTP and the musicians' union are not agreed.

"During the past few weeks the union has made absolutely no attempt to negotiate with us; they have merely handed us an ultimatum, demanding that we sign their contract without compromise. The union demands that KSTP spend over $21,000 a year for musicians, regardless of whether they are needed. We cannot subscribe to such dictatorial tactics, which are far beyond the realm of legitimate union activity and which smack too much of totalitarianism."

### Petrillo Noncommittal

A similar refusal on the part of WRVA to employ musicians except when needed is also the basis of the Richmond dispute. Following the expiration of the national agreement. WRVA decided to operate without as large a house orchestra as before, but instead to spend the money for the use of larger orchestras for special programs as desired. Despite the fact that to date the station has under this plan expended considerably more than the sum called for under the old agreement, the union has held out for the regular employment of a staff band in place of this system of special employment of more men for shorter periods. WRVA's refusal to comply with this demand led to the strike and to the withdrawal of remote band pickups from all CBS network programs.

Queried about the terms of the settlements, Mr. Petrillo said he was not interested in them beyond the point that the local union was satisfied. "Any contract that is satisfactory to both the local union and the station is also satisfactory to the national AFM," he declared.

Before signing of the KSTP contract, the union also was considering the withdrawal of name bands from phonograph records, ordering them not to make records which stations might use on the air in place of the live bands which the union order had made unavailable. RCA Mfg. Co., manufacturer of Victor and Bluebird records, was notified of this possibility.

C. T. Lucy, general manager of WRVA, made no announcement beyond the statement that the difficulties had been compromised and a satisfactory settlement reached. It is understood, however, that the controversy grew out of demands by the union that the 11-man staff orchestra be utilized equitably during the entire year, whereas WRVA had employed the band heavily during the first half of the year, and proposed to meet its quota by diminished operation during the summer months.

## His 'Radio Personality' Will Count

**'INFORMATION PLEASE'** arrangers weren't any more aware of it than the rest of us, but the April 9 guest appearance of Wendell L. Willkie on Canada Dry's NBC-Blue program definitely established him as a radio personality and gave the first big fillip to his incipient boom for the G.O.P. Presidential nomination. He was by all odds the star of the program, showing an amazing breadth of knowledge and facility of expression. Here he is with Frank Donovan (right), producer-director of RKO's *Information Please* short film subjects, with Oscar Levant (center). Of Mr. Willkie as a radio personality, Alton Cook, veteran *New York World-Telegram* radio columnist, stated: "One of the most striking new figures at the mike. Voice and personality match in a bluff, hearty delivery. From the loudspeaker he exudes an air of sound, earthy common sense. His recent *Information Please* appearance also revealed a gift for repartee. Probably will reach best moments in ironic talks".

## Jergens Spot Plans

ANDREW JERGENS Co., Cincinnati, is planning an eight-week campaign of thrice-weekly spot announcements for Woodbury's soap to start the middle of August on stations throughout the country. Further details have not been set, according to Lennen & Mitchell, New York, the agency. Jergens, which sponsors Walter Winchell on NBC-Blue Sunday nights, has engaged H. V. Kaltenborn to substitute for the columnist during his August vacation.

## Beaumont, Grove Plans

ADVERTISING for the Beaumont Co., St. Louis, in behalf of 4-Way Vaporizing Rub, will be handled by Russel M. Seeds Co., Chicago agency, which announced July 11 that radio will be used. The same agency has been appointed to handle Canadian advertising, including radio, for Grove Labs., St. Louis (Bromo-Quinine). John Kettlewell has been named account executive for both accounts.

### Armour Test

ARMOUR & Co., Chicago (meat products), on July 22 will start a four-month test of thrice-weekly quarter-hour home economic programs titled *Morning Star*, featuring Marcia Wheeler on WSAI, Cicinnati. Lord & Thomas, Chicago, is agency.

# Trammell Named President of NBC

## Policy Changes Unlikely, He Asserts; Many New Problems Pend

NILES TRAMMELL, for the past two years executive vice-president of NBC, was elevated to its presidency July 12, it was announced by David Sarnoff, chairman of the board of directors of NBC, following a board meeting. Prior to electing Mr. Trammell the board officially accepted the resignation of Lenox R. Lohr, NBC president since Jan. 1, 1936, who on June 7 had requested acceptance of his resignation to assume the presidency of the Museum of Science and Industry in Chicago [BROADCASTING, June 15].

Election of Mr. Trammell came as no surprise to the industry as it has been generally predicted since Maj. Lohr's resignation was announced. Indeed, from Jan. 1, 1939, when Mr. Trammell was brought from Chicago, where he had been vice-president in charge of NBC's Central Division, to the network's New York headquarters as executive vice-president, his elevation to head of the company has been frequently rumored as imminent.

Mr. Trammell's former post of executive vice-president will not be filled for the time being. There is strong likelihood, however, that Frank E. Mullen, vice-president in charge of public relations and advertising of RCA, later may join NBC as Mr. Trammell's chief lieutenant. Presumably his appointment would be as vice-president and general manager, which would place him second in command. Like Mr. Trammel a charter employee of NBC upon its formation, Mr. Mullen worked under the new president in Chicago, and was responsible for instituting the *National Farm and Home Hour*, oldest sustaining network feature.

### Rose from the Ranks

Mr. Sarnoff, in formally announcing Mr. Trammel's election, pointed out that NBC thus promoted to the presidency a man "who has risen from the ranks of the company." He explained that Mr. Trammell brought to his new position 17 years of experience in communications, merchandising and broadcasting. He added:

"It is a distinction to a young industry that it has produced from its ranks a young executive of his type. Mr. Trammell's successive advancement in positions of responsibility with the NBC have been made as the industry grew from small beginnings to a nationwide service of entertainment, information and education and has been of vital service to commerce and industry. His intimate knowledge of broadcasting, his popularity and wide acquaintanceship in all segments of the industry, and his contributions to the developments of nationwide broadcasting are important assets of the company he now heads."

In an exclusive interview with BROADCASTING, Mr. Trammell stated that he contemplates no major changes in NBC policy, although there are a number of large and perplexing problems for which solutions are yet to be found.

"In the 12 years I have been with NBC," he said, "each year has brought more problems than the year before. We are immediately faced with finding satisfactory methods and procedure for the development of television and for the development of frequency modulation. We must find a way of meeting the demands now being made upon the broadcasting industry by ASCAP, and by AFRA, AFM and other unions. We must develop methods and procedure for carrying on with our task of broadcasting in the public interest in time of national emergency.

"These are not problems to be lightly taken," he declared, "nor to be solved with snap judgment. They call for the earnest and serious consideration of the entire broadcasting industry."

Despite the difficulties imposed on industry progress by these problems, Mr. Trammell expressed confidence in the industry's ability to overcome them, pointing to heights to which American radio has risen in its self-assumed task of keeping the public informed of the progress of the European war.

"Radio is today rendering its greatest public service, and its ability to do so is firmly based on its commercial structure. Let the pressure groups that are seeking to take from radio more and more of its income remember that as their demands are satisfied there is just that much less of the advertisers' dollar available for public service."

Asked specifically about future plans for the development of the Blue Network, Mr. Trammell stated that with the recent division of the NBC sales force into two separate branches, one serving the Red Network exclusively and the other the exclusive agent of the Blue [BROADCASTING, June 15], the Blue problem had been solved. "Ourselves at network headquarters, our affiliate stations and our clients and their advertising agencies are equally pleased with the results this separation has already shown," he declared. "Blue billings are forging ahead and we believe the Blue problem has been solved."

NILES TRAMMELL

BORN: July 6, 1894, Marietta, Ga., son of William J. and Bessie Niles Trammell.

EDUCATION: Sewanee Military Academy, Sewanee, Tenn., and University of the South, Sewanee, Tenn. Member Kappa Alpha fraternity.

MARRIAGE: November 1923 to Elisabeth Huff, daughter of Mr. and Mrs. Lloyd Huff, of Greensburg, Pa., stepdaughter of Maj. Gen. Charles G. Morton.

WAR SERVICE: Commissioned 2nd Lieutenant, 36th Infantry, 12th Division, U. S. Army, 1917; 1st Lieutenant, 36th Infantry, May, 1918. Served until March, 1923, as staff officer under Maj. Gen. Charles G. Morton, Presidio, San Francisco.

BUSINESS CAREER: Commercial representative, traffic department, RCA, San Francisco, March, 1923; transferred to Seattle, May, 1923; following year named district manager, Pacific Northwest, Marine Division, RCA; January, 1925, appointed assistant sales manager, Pacific Division, RCA; joined NBC sales staff, March, 1928; named manager, NBC Central Division, Chicago, May, 1928; elected vice-president, Central Division, March, 1929; transferred to New York and elected executive vice-president, NBC, January, 1939.

CLUBS: New York—Metropolitan Club, Deepdale; Chicago—Chicago Club, Racquet, Saddle & Cycle, Chicago Golf.

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# KWK Asks 50 kw. On 680 Channel

## Would Shift KFEQ to 1350 kc.; Claims Benefit for Others

ASSIGNMENT to 680 kc. with 50,000 watts power, in lieu of its present regional facility, is sought by KWK, St. Louis, in a comprehensive application filed July 12 with the FCC. The application encompasses also a proposed shift for KFEQ, St. Joseph, Mo., which would afford it fulltime operation.

Coming as a sequel to the so-called St. Louis shift, which involved a half-dozen stations and under which KSD procured fulltime while KXOK was assigned 630 kc., the application was filed in the nature of an amendment to an existing application by Robert T. Convey, KWK president, through William J. Dempsey and William C. Koplovitz, former general counsel and assistant general counsel respectively of the FCC. The former KWK application was for fulltime on 630 kc., conflicting with the grant to KXOK.

The 680 kc. channel is the erstwhile clear wave assigned to KPO, San Francisco NBC-Red key. WPTF, Raleigh, however, several months ago was awarded fulltime operation on the channel, thus rendering the channel duplicated. KFEQ, now operating limited time on the frequency, has pending an application for fulltime.

### General Benefit Claimed

The amended application contends that all parties in interest would be benefited through the proposed shift. It suggested that with the shift of KWK to 680, the 1350 kc. assignment could be given KFEQ. It is contended the St. Joseph station, by the use of this channel with 5,000 watts fulltime, compared to its coverage on 680 kc. as proposed, would be far more efficient and at the same time would enable other stations on 1350 kc., particularly WBNX, New York, and WMBG, Richmond, to render a better service. Moreover, it is contended the operation would not interfere with KIDO, Boise, or KTSM, El Paso.

Operation by KWK as proposed, using a directional antenna, the FCC was told, would not cause objectionable interference to the service of WLAW, Lawrence, Mass., also on 680 kc., either with its present power or with increased facilities requested in its pending application. The same is true with respect to WPTF, operating either with its present power or with its requested 50,000 watts. KPO, dominant station, likewise would not be adversely affected, it was stated.

# BMI Draws Plan to Assure Ample Supply of Disc Music

## Transcribers Approve Proposal to Make the Full Catalog Available to Low-Income Stations

By BRUCE ROBERTSON

A PLAN assuring radio stations subscribing to Broadcast Music Inc. a substantial supply of transcriptions of non-ASCAP music by the end of the year and a continuous adequate flow of such recordings thenceforth at a reasonable cost will be submitted for the approval of the BMI board of directors at its regular monthly meeting in New Lork on July 16. Plan has been approved in principle by the transcription industry, it is learned, and details of its operation are rapidly being perfected.

Purpose of the idea is primarily to make the full BMI catalog available to stations in the low-income class, which have only one or two musicians and whose main source of music is transcriptions and phonograph records. The orchestrations sent out by BMI are of little value to such stations and they had begun to fear that at the end of the year and of their current ASCAP contracts they would be left high and dry without any adequate supply of recorded music.

### Recording Plan

To rectify this condition a meeting was held on July 1 at the Waldorf-Astoria in New York, attended by M. E. Tompkins, BMI's general manager; two members of the BMI board, Paul Morency, WTIC, and John Elmer, WCBM; and by representatives of World Broadcasting Sysetm, NBC *Thesaurus*, Standard Radio, Associated Music Publishers, Langlois & Wentworth, C. P. MacGregor and Davis & Schwegler, the last two companies being represented by proxy. While no official announcement has been made of the outcome of the meeting, it is learned that a plan was adopted in essence as follows:

Each transcription company agreed to make immediately for BMI recordings of eight non-ASCAP selections, recording the masters at the company's own expense and making pressings available to all BMI member stations at $2 per double-faced transcription. As each company agreed not to duplicate numbers recorded by other companies, this would make immediately available more than 50 tunes on records. For the future, each of the seven companies expects to produce an average of about 50 non-ASCAP selections monthly, concentrating on this music which the stations will be able to play safely following the conclusions of their current ASCAP contracts.

Allowing for duplication of popular tunes, this is still expected to produce a minimum of some 150 non-ASCAP recordings monthly. Stations having exclusive contracts for any of the various library services will be asked to waive the exclusivity clause for the general good, and a procedure is being worked out whereby any station subscribing to one library service will be enabled to obtain the non-ASCAP numbers of the other services at a maximum cost of $2 for each two-sided disc. At present it is estimated that the combined supply of non-ASCAP transcribed music exceeds 7,000 numbers, and it is expected that these also will be placed at the disposal of all BMI stations on a similar basis.

### M-G-M Project

BMI board will also consider the alternate plans for building the BMI reservoir of music for industry use and their individual financing programs [BROADCASTING, July 1]. Although given carte blanche to proceed along whatever line seems most likely to reach the desired results of placing the industry in a position of independence from ASCAP or any other musical monopoly, BMI executives are moving with caution and deliberation, and it is not expected that any definite recommendation either for or against purchase of the M-G-M catalogs will be presented to the board, or even to the NAB membership in San Francisco Aug. 4-7. While still very much in the realm of possibilities, the major expenditure involved in this acquisition—about $4,000,000—makes the deal one not to be made lightly.

A further drawback to the purchase of these catalogs, or for that matter any of the catalogs of any publisher whose music is now handled by ASCAP, is the probability that any attempt to withdraw this music from the ASCAP control will be made the subject of a suit by ASCAP, on the grounds that the writers of the songs are still ASCAP members and that the performance rights belong to them and not to the publishers.

### Legal Action Seen

While the copyright attorneys queried on the subject by BROADCASTING agree that under normal contractual conditions the publisher and not the writer holds these rights, the song writers hold otherwise [BROADCASTING, June 15] and it is not likely they would submit to the withdrawal of their creations by the publisher without a court battle.

E. C. Mills, chairman of ASCAP's Administrative Board, who in recent months has been extraordinarily silent on the whole controversy, was reported as having stated July 6 that ASCAP intended to ask injunctions to protect its performance rights in the event catalogs are sold to BMI. He asserted ASCAP would still control performance rights of catalogs sold to BMI through membership contracts with writers and that it would take every necessary legal step to enforce this control.

ASCAP has adopted the policy, it was stated, of not divulging the identity of stations which have signed or are negotiating for the new ASCAP contracts effective Jan. 1. This conclusion was reached, it was said, because ASCAP felt such stations might be subjected to "punitive actions" by advocates of the BMI movement seeking to consolidate broadcasters under the leadership of the networks.

### No Contracts Yet

While no broadcaster has signed and returned to ASCAP the new license to take effect Jan. 1, 1941, ASCAP advised BROADCASTING July 12, that the flow of inquiries and letters indicating that the contracts will be signed at some later date has been "far greater than was expected." Officials of ASCAP were described as "extremely pleased" by the response. Licenses were mailed out to all stations June 18. No signatures were expected this early, it was stated, as the broadcasters have until the end of the year to accept the new terms.

Regardless of the final decision regarding the M-G-M music, BMI is busily turning out orchestrations of some 30 tunes weekly for its members, including eight new popular numbers and new arrangements of some 25 public domain numbers. Occupying two floors of the building at 23 W. 47th St., New York, about half a block from the BMI headquarters, some 60 arrangers, copyists (who extract the individual instrumental parts from the complete score), autographers (who prepare the master copies from which the sheet music is printed) and proof readers are at work, under the direction of Arthur Gutman.

Mr. Gutman, who prior to joining BMI was chief arranger for the New York local (802) of the AFM and who also made arrangements for Irving Berlin, said that eight different printers are employed to produce BMI's present output of 45,000 orchestrations a week, which are shipped out each Wednesday to the BMI stations. He traced the course of a new tune from the time it is submitted to BMI by its composer, who may be either a staff employe or a free-lance writer.

### From Composer to User

Mr. Gutman said that it is first auditioned by a five-man committee of BMI musical executives. If approved by the committee it is then examined for possible copyright infringements and if approved on that score it is reexamined by a subcommittee which makes minor alterations, such as correcting a faulty rhyme or note.

Finally accepted, the new tune is added to Mr. Gutman's supply, from which eight numbers of different types (sweet, swing, ballads, etc.) are selected for one week's releases. From there on the production is a four-week process, Mr. Gutman explained. Numbers to be released this week (July 17) are at the printers. Next week's numbers (July 24) are being autographed. Those for release on July 31 are in the hands of the arrangers and those to go out Aug. 7 are having piano copies made for submission to the arrangers.

### The Radio Twist

The public domain music goes through much the same process, he said, except that 25 public domain numbers, similarly chosen for a balanced musical diet, are included in each week's list. Modern arrangements and modern treatment are given each of these old numbers, he said, and no pains are spared.

All numbers, both new and old,

(*Continued on page 71*)

## BMI LIBRARY SERIES

### Rhythmic Concert Number First Of New Collection

A RHYTHMIC concert orchestration by Ernest Gold, titled *Peter Piper Jr.*, was sent to all BMI subscribers July 3 as the first of the "BMI Orchestral Library Series". In addition to original numbers of the better type, this new series will also include arrangements of public domain music. The first arrangements will be chosen from a group of 150 selections which program records show to have been most frequently performed in recent years. To be of the greatest use to all stations, the arrangements are "cross-cued", including 15 parts besides piano but so arranged that they can be used by groups of players numbering from six to 100.

BMI has secured the broadcasting rights to *I've Got to Break Myself of You*, *Every Thought* and *I've Spent the Evening in Heaven*, three numbers written by Bob Carleton, author of *Jada, Jada*, and other familiar tunes, and Cliff Dixon. Tunes are the hit songs from "Tattletales", a musical revue playing in Los Angeles.

## BMI Tunes Click

TWO BMI tunes achieved the distinction of being listed among the numbers most frequently broadcast during the week of July 2 in the records of Accurate Reporting Service, commonly called "the sheet" by clients whom it keeps informed of the number of times songs are broadcast on NBC and CBS. The tune *Here in the Velvet Night* received 15 broadcasts, and *We Could Make Such Beautiful Music* was heard 14 times on the networks during the week, first time any BMI number has passed the 10-performance mark. Frequent use of BMI songs by studio programs replacing bands barred from the air by AFM order helped these tunes to make the musical honor roll.

## Radio Receipts Comprise 64% of ASCAP Income

RADIO's contribution to ASCAP in 1939 amounted to $4,142,024, accounting for 63.6% of the total ASCAP revenue for the year. Of this sum, $3,277,836 came from the fees paid by broadcasters on the basis of a flat 5% of their gross income, while $864,188 came from sustaining fees. Breakdown of ASCAP revenue for 1939 follows:

| | |
|---|---|
| Radio | $4,142,024 |
| Motion Pictures | 1,166,233 |
| Restaurants | 673,788 |
| Hotels | 226,890 |
| Dance Halls | 143,845 |
| Miscellaneous | 158,974 |
| Total | $6,511,754 |

WXYZ
DETROIT

# This year

## THERE IS NO SUMMER LETDOWN IN THE WXYZ MARKET!

Summer in the Detroit area has always been profitable for advertisers. This year, more than ever before, the combination of a booming industrial payroll with the thousands of summer visitors from the middle west provides an important sales potential that cannot be neglected.

For example — Our per capita wage rate is the highest in the nation. — Tourist traffic will bring over seven million dollars into the State this year— and Detroit is the spearhead.

WXYZ offers the biggest radio dollar value in this responsive market.

# WXYZ

KEY STATION OF MICHIGAN RADIO NETWORK
5000 WATTS *Daytime* . . . 1000 WATTS *Nighttime*
Basic Detroit Outlet for NBC Blue Network

National Sales Representative, PAUL H. RAYMER CO.

This veteran adds power and impact
to every line and situation by
multiplying and directing the
interpretation aimed at the audience.

No matter how gifted the manipulator,
the inarticulate Booths below lack
the concentrated, directed fervor
of the skilled actor.

# the same goes for POWER!

**A radio station can have the best coverage ever offered to you and still be a poor money's worth.**

**For it's not just coverage that counts—it's power pancaked down on densely populated areas containing the most radio homes that *works*.**

**Radio had only shed its milk-teeth when WOR took its 50,000 watts and, by means of a unique directive-array system, harnessed, directed and multiplied them.**

**WOR's power is increased more than two times by spearing it at population centers; into cities where people listen. It tucks its power away from sparsely populated areas on the West and the ocean's dead-space on the East. It is specifically designed to reach the greatest group of markets in America with the most power!**

# WOR

***—that power-full station***

# Grocer, Druggist Preference Found For Use of Radio

## Surveys Show Dealer Choices; Brand Identification Noted

RETAIL grocers and druggists of Kansas in the majority regard radio as the most effective national advertising medium for the products they sell.

Their radio preference is indicated in one of a group of independent surveys completed this spring by journalism students of Kansas State College, Manhattan, under the direction of Prof. H. B. Summers.

The undergraduate research projects, handled as part of the regular school work, also were entered in a contest sponsored by Ben Ludy, manager of WIBW, Topeka, who for several years has offered a prize to the undergraduate student doing the best piece of research work in a field related to radio.

As announced to BROADCASTING by Prof. Summers, first award this year went to Richard M. Mall for his study of "Reactions of Male Listeners to Radio News". Second place was awarded Robert E. Summers for a survey on "Dealers' Preferences in National Advertising", and third to Jean Gibbs for a study of "Program Preferences of High School and Grade School Students". Among four other papers submitted in the WIBW contest, but not placed, was one by Maxine Martin on "Product Identification by Housewives".

### Choice of Media

Robert E. Summers' study of dealers' national advertising preferences was based on personal interviews with 110 retail merchants —40 drugstore proprietors and 70 retail grocers—in eight Kansas communities. Findings indicated that preferences of druggists and grocers as to media ran generally parallel, tempered only by variations in types of products.

Of the 40 druggists interviewed, 24 (or 60%) had radio receiving sets in their stores. Of these, 71.3% used them simply for entertainment, with only 16.4% making any effort consistently to keep their sets tuned to programs advertising products they sold. The remainder used their sets for both purposes.

They were asked to indicate what type of radio program they considered most effective in nationally advertising products purchased by men and by women, respectively. To reach men, the druggists gave most votes to programs featuring comedians and to sports broadcasts, each being mentioned by 46.3% of those interviewed. News was listed by 41%; quiz programs, 35.9%; popular orchestras, 25.7%.

Daytime serials were rated most effective for advertising products used by women, with mentions from 67.5% of the druggists interviewed. In second place were evening dramatic shows, 35.2%; popular orchestras, 29.7%; quiz programs, 18.8%; news broadcasts, 16.4%.

### Program Selections

Programs listened to regularly by the interviewed druggists, checked from a list including only programs on which drug products were advertised, included Bob Hope (Pepsodent), listened to by 61.4%; *Fitch Band Wagon*, 52.3%; *Fibber*

(*Continued on page 58*)

**REPRESENTATIVES** of Standard Oil Co. of California, McCann-Erickson, and Don Lee Broadcasting System gathered recently in the office of William D. Pabst, general manager of KFRC, San Francisco, to observe the signing of a contract calling for presentation of the *Standard Symphony Hour* on 29 stations, and the *Standard School Broadcasts* on 32 Don Lee-MBS stations, beginning Oct. 3. The *Symphony Hour* has been heard throughout the West on NBC for 13 years, the *School Broadcasts* 12 years. Both are to be presented via the Don Lee Network in California, Oregon and Washington. Around the conference table are (l to r) Adrian Michaelis, Cecile Creed and Walter J. Held, of Standard Oil; Walter A. Burke, assistant general manager of McCann-Erickson, agency handling the account; Mr. Pabst; Phipps L. Rasmussen, manager of the McCann-Erickson markets division; Fred Crawshaw, KFRC account executive. Standing is Ward Ingrim, KFRC sales manager.

# Standard Oil Transfers Coast School and Music Broadcasts to Don Lee

STANDARD OIL Co. of California, San Francisco, second oldest consistent user of radio time in the United States, through McCann-Erickson, that city, on Oct. 3 shifts the weekly *Standard School Broadcast* and *Standard Symphony Hour* from 12 NBC-Pacific Blue and 6 NBC-Pacific Red stations, respectively, to Don Lee Broadcasting System. Contract is for 28 and 52 weeks respectively.

Under the new setup, the *School Broadcast* is to be heard on 32 Don Lee stations, Thursday, 11:15-11:45 a.m., with the *Symphony Hour* on 29 stations, Thursday, 8-9 p.m. (PST). The latter program started on KPO, San Francisco, on Oct. 31, 1926, before NBC actually became a network. The *School Broadcast*, inaugurated Oct. 18, 1928, is heard by more than a half-million students, and is part of the curriculum in approximately 5,000 Pacific Coast schools. Strictly institutional, both programs were conceived as a contribution to the cultural entertainment and musical education of Pacific Coast listeners.

Since inauguration of the series, Standard Oil Co. has never departed from its original policy although new and more interesting technique in presentation has constantly been developed. Throughout its schedule, the *Symphony Hour* has been conducted by many world famous directors, with outstanding Pacific Coast symphonic orchestras utilized.

The companion broadcast, designed especially for schools and accompanied by a Teacher's Manual, also serves as an introduction to the evening program. Both broadcasts have been recognized for their artistic integrity by four Pacific Coast Universities, which give credit for completion of the Standard courses. The two programs were recently cited for their high artistic merit by Phi Beta, national woman's professional fraternity for music art.

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EDMUND L. TAYLOR, of the CBS foreign staff in London, is the author of *Strategy of Terror*, recently published book treating the Nazi "war of nerves" in Europe.

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# *Power to Recall Advertised Products Found Improved in Survey of Listeners*

A MARKED upswing in the effectiveness of broadcast advertising's impact on listeners is disclosed in the 1940 *Iowa Radio Audience Survey* conducted by H. B. Summers, of Kansas State College. The proportion of listeners able to recall the name of advertised products was analyzed for the three leading media, radio, newspapers and magazines.

Prof. Summers' annual Iowa survey, started in 1938, is based on interviews in April with 9,001 families distributed among the 99 Iowa counties, carefully selected to represent all groups. New data in the 1940 study cover amount of reading in newspapers and magazines; reactions to Father Coughlin's broadcasts; brand data covering flour, coffee, cooking fat, soap, pipe tobacco and overalls.

### Power to Recall

In checking media effectiveness, the interviewers asked this question: "Can you recall the name of any product which you saw or heard advertised, yesterday, in a daily newspaper? In a magazine? Over the radio?"

Responses indicated that 19.3% of men recalled products advertised in newspapers; 11.6% recalled products advertised in magazines; and 51.9% recalled products advertised on the air. In the case of women, the recall figures were: newspapers 21%; magazines 14.7%; radio 61.7%.

Prof. Summers says the general results confirm those of the 1939 study, but the proportions recalling both newspaper and radio advertisements were considerably greater in the 1940 study than a year ago, though the relative proportions of radio to newspaper advertisements recalled are little changed. In 1939, Prof. Summers found, 14.6% were able to name newspaper-advertised products, as compared with 43.5% recalling products advertised over radio. For 1940 the comparable figures are 20.1% for newspapers, 56.8% for radio.

Though only about a fourth of the listeners indicated agreement with the views of Father Charles E. Coughlin, who broadcast last season over a special network, 50.5% believe that he should be permitted to continue his series, with the other 49.5% feeling he should not be allowed on the air. These figures, says Prof. Summers, show the degree of listener tolerance to the radio priest.

This tolerance is more common in villages than in cities or farms, and more common among farm men and women than among listeners in villages.

### The Time Factor

In analyzing radio listening hours versus reading hours, Prof. Summers developed extensive data. In the case of men living in cities, it was found they listen to the radio an average of 4.4 hours a day, and read newspapers .61% of an hour; farm publications .03; women's magazines .03; other magazines .27. Men in villages listen 3.98 hours a day, and read as follows: Newspapers .56; farm publications .03; women's magazines .03; other magazines .16. Men on farms listen 3.66 hours a day, and read as follows: Newspapers, .49 hours; farm publications .13; women's magazines ——; other magazines .07.

Women living in cities listen 5.65 hours a day and read as follows: Newspapers .48 hours; farm publications .02; women's magazines .25; other magazines .13. Women in villages listen 4.8 hours a day and read as follows: Newspapers .44 hours; farm publications .03; women's magazines .18; other magazines .10. Women living on farms listen 4.9 hours a day and read as follows: Newspapers .42 hours; farm publications .08; women's magazines .1; other magazines .06.

Prof. Summers broke down percentage of reading hours to listening hours as follows: Urban men 21%; village men 20%; farm men 19%; urban women 15%; village women 16%; farm women 14%.

His analysis of radio listening hours by the time of day shows:

City men, morning .74 hours; afternoon 1.2; evening 2.46.

Village men, morning .82; afternoon 1.19; evening 1.96.

Farm men, morning .71; afternoon 1.03; evening 1.92.

Urban women, morning 1.33; afternoon 1.69; evening 2.63.

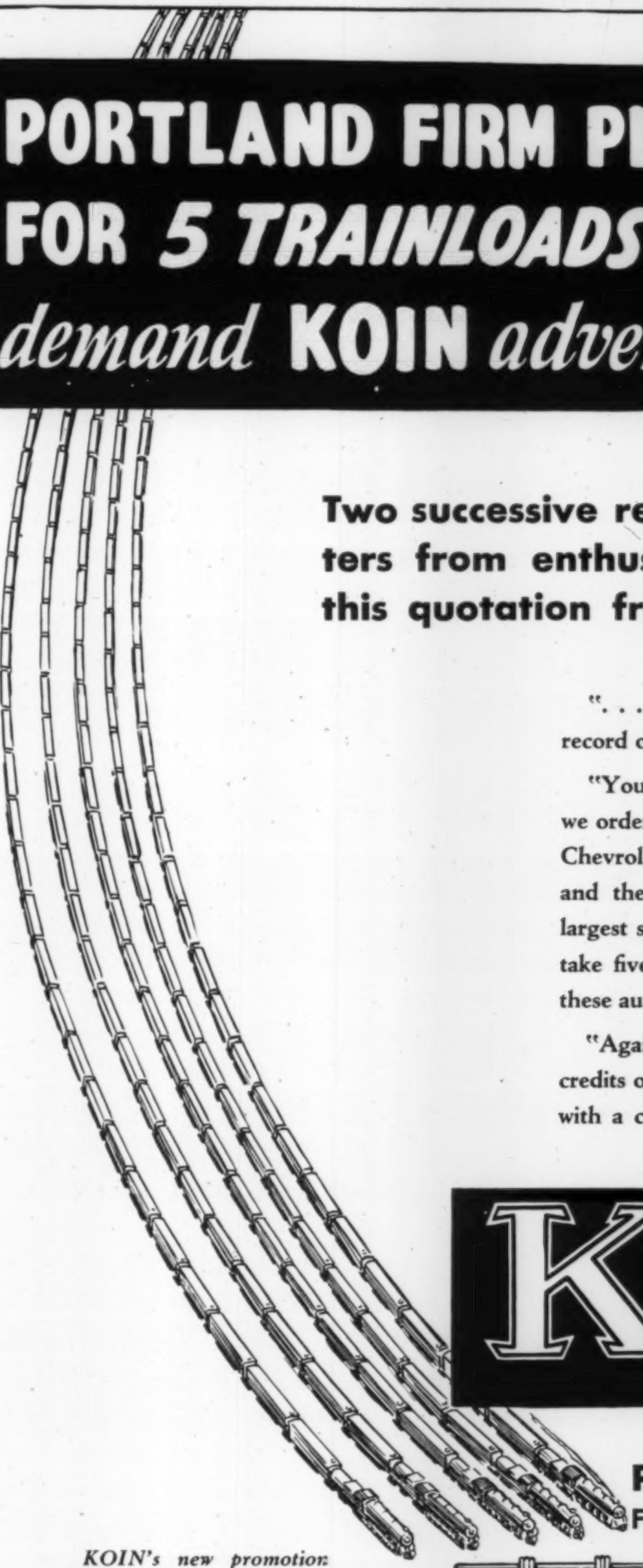
Village women, morning 1.26; afternoon 1.60; evening 1.94.

Farm women, morning 1.26; afternoon 1.70; evening 1.94.

### Chef's Special

A NEW dodge in presenting commercial announcements has been developed by WTMJ, Milwaukee, by bringing a restaurant's chef to the mike with kitchen-background sales messages. Three mornings a week Chef Roberts, of Wrigley's Restaurant, comes to the *Top o' the Morning* program, is introduced by Bill Evans, then does the chat, highlighting Wrigley's "special" for the day, larded witn institutional lore about the establishment. Doug Kamp, WTMJ salesman, sold the idea to Wrigley's.

# PORTLAND FIRM PLACES RECORD ORDER FOR *5 TRAINLOADS* OF AUTOS.... *to supply demand* KOIN *advertising helps create !*



**Two successive records smashed bring two letters from enthusiastic KOIN advertiser! Read this quotation from the second letter . .**

". . . we have again in May established a new and all-time record of 607 new and used cars . . ."

"You may be interested in knowing that on Saturday, June 1, we ordered from the Chevrolet Motor Company 665 new 1940 Chevrolets, to be shipped during the months of June and July, and the Chevrolet Motor Company reports that this is the largest single order ever placed by a Chevrolet dealer, and will take five complete train loads of 40 freight cars each to ship these automobiles from the factory.

"Again I want to state that the Arthur L. Fields Chevrolet Co. credits our 'Everybody Wins' weekly program over your station with a considerable part in the establishing of these records."

# KOIN

THE JOURNAL

**CBS Outlet in**

**PORTLAND, OREGON**

**FREE & PETERS, INC., Nat. Representatives**

*KOIN's new promotion book—explaining the reasons back of KOIN's unchallenged pre-eminence in the Portland market — will be sent to advertising buyers on request.*

ARTHUR L. FIELDS CHEVROLET CO.

Largest Chevrolet Dealer West of the Mississippi

# 3 Station Sales Approved by FCC

## Philadelphia Record Given Right to Acquire WHAT

TRANSFERS of ownership of three local stations, including the acquisition of WHAT, Philadelphia local, by the *Philadelphia Record*, were approved by the FCC July 5.

WHAT, a 100-watt outlet which shares time on 1310 kc. with WTEL, Philadelphia, and WCAM, Camden, N. J., was sold by Bonwit-Teller & Co. of Philadelphia for $10,000, and its transfer approved with the proviso that the Commission's action "shall not be construed as a finding with respect to a future transfer of control of the licensee corporation to the preferred stockholders of the Philadelphia Record Co. or the Courier Post Co." J. David Stern is publisher of the *Philadelphia Record* and *Camden Courier Post*. WHAT was purchased by Bonwit-Teller early in 1939 from the *Philadelphia Public Ledger*.

### Other Transfers

Approved also was sale of the 61% interest in WCHV, Charlottesville, Va., held by Mrs. Marcia Arrington. She has sold her holdings to Charles Barham Jr., a wholesale baker of Nashville, at an undisclosed price.

John E. Lambeth, weathly furniture manufacturer of Thomasville, Ga., heads a family company which was authorized to buy WMFR, High Point, N. C., from Wayne M. Nelson, manager. Mr. Nelson and E. Z. Jones, commercial manager, agreed to sell the station for $45,000. Mr. Lambeth is understood to have purchased the station for his son, J. E. Lambeth Jr.

## FCC Power Increases

INCREASES in power to 5,000 watts fulltime were authorized July 5 by the FCC for three stations. WFLA, Tampa, and WSUN, St. Petersburg, time-sharing stations on 620 kc., were given horizontal power increases to 5,000 watts. KWFT, Wichita Falls, Tex., also operating on 620 kc., was granted a construction permit to increase its power from 250 watts night 1,000 watts day to 1,000 night 5,000 day with a directional antenna. KQW, San Jose, Cal., was granted an increase to 5,000 watts fulltime on 1010 kc. WGGM, Gulfport, Miss., WKOK, Sunbury, Pa., KIUP, Durango, Colo., and WIBG, Glenside, Pa., were granted increases in power from 100 to 250 watts on their local assignments.

## Starting in Vincennes

AUTHORIZED for construction last November, the new WAOV, Vincennes, Ind., 100 watts on 1420 kc., will go on the air about the middle of August, according to Eugene C. Pulliam, head of Vincennes Newspapers Inc., licensee corporation. Howard Greenlee, publisher of Mr. Pulliam's *Vincennes Sun-Commercial*, will be manager, and Earl Lewis will be chief engineer. Other personnel has not yet been selected. Mr. Pulliam, who also controls the *Lebanon Reporter* and *Huntington Herald-Press*, Indiana dailies, is also the owner of WIRE, Indianapolis, although he does not publish any newspaper in that city.

PIER 5
MIAMI FLA.
CITY YACHT BASIN

**A'FISHING** they did go—and with excellent results here pictured. In top photo is the catch of four sailfish, one an 83-pounder, and miscellany of dolphin, bonita and tuna caught off Miami last month by Mr. and Mrs. Arthur Collins (r and l) in a single day, setting a local record. Mr. Collins is head of Collins Radio Co., Cedar Rapids, Ia. Below, Dick Shafto, director of WIS, Columbia, S. C., displays the 39-pound channel bass he took last month at Oregon Inlet, N. C. It was the biggest of a big day's catch in which Messrs. Peters, Woodward and Wade, all of the Free & Peters firm, participated. Shafto says he left the 15% to the reps.

## Lost His Fish

NOT ONLY a fine big salmon, but a radio operator too, was the catch of Roscoe Smith, KMO, Tacoma, account executive, when he went on a recent fishing trip in Puget Sound with Bert Dunn, station technician. Smith, pole in hand, was working on a 16½-pound salmon. Dunn, fighting to land a salmon on his line, fell out of the boat. Smith clutched the pole, tackle and salmon in one hand, and went to the rescue of the bedraggled Bert Dunn with the other. After a few minutes, both were landed successfully. But Dunn lost his salmon.

# Valdosta, Ga., Station To Take the Air July 25

GOV. E. D. RIVERS' new station in Valdosta, Ga., authorized for construction last February, will go on the air July 25 and will be RCA equipped throughout, according to an announcement by John F. Arrington Jr., who will be general manager. Mr. Arrington formerly was a salesman with WIOD, Miami, and recently sold his interest in WCHV, Charlottesville, Va. His wife, Marcia Arrington, will be commercial manager of the Valdosta station, which will have the call letters WGOV.

The only other staff selections thus far announced are Charles Piedra as program director and Pat Padgett as production manager. Both formerly were with the Arringtons at WCHV. The Georgia governor's new station will operate with 100 watts night and 250 day on 1420 kc.

# Proposed FCC Decision Orders KGKB Deletion

THE FIFTH of seven Texas stations cited because of purported hidden ownership interests violating the law, was earmarked for possible deletion July 6 when the FCC issued findings proposing to revoke the license of KGKB, Tyler, Tex. In its report, the FCC announced it proposed to affirm the recommendations of Commissioner George H. Payne, who presided at hearings on the Texas stations, on the ground that operation and management of the station had been delegated improperly to Rev. James G. Ulmer. It affirmed its original revocation order of Feb. 13. Parties have 20 days to file exceptions and request oral arguments.

Previously the FCC had adopted proposed findings involving revocation of the licenses of KTBC, Austin; KNET, Palestine; KRBA, Lufkin, and KSAM, Huntsville. Revocation proceedings are still pending against KGFI, Brownsville, and KAND, Corsicana—all involving alleged improper transfer of interests to Rev. Ulmer.

## New Chattanooga Local

JOE W. ENGEL, since 1931 president of the Chattanooga baseball club, on July 6 was authorized by the FCC to construct a new 250-watt station on 1370 kc. in that city. Mr. Engel, an oldtime big league pitcher, is also scout for the Washington Senators of the American League. The station will be Chattanooga's third, WAPO having been established as a daytime local in 1936 and having recently been authorized to go to 500 watts night and 1,000 day on 1120 kc. WDOD in the same city has been operating since 1925.

# *COUGHLIN RETURN BY DISC OFFERED*

FATHER Charles E. Coughlin, Detroit radio priest who several months ago suspended his Sunday afternoon sponsored broadcasts over an independent hookup, is reported planning to return to the air in a transcription series in October. Details are lacking, and Aircasters Inc., Detroit agency which has handled the Coughlin placements, advised BROADCASTING by wire in response to a query that "we are not at liberty to publish details as yet".

One major station reported that it has been offered a contract for 52 half-hour discs featuring Coughlin, the proposed order from Aircasters Inc. calling for Sundays, 4-4:30 p.m. (EST) starting Oct. 20.

When the Detroit priest left the air recently, it was announced he would return in the autumn, presumably over the same wire hookup, and it was stated on his behalf that he would have more stations than ever. The list of stations carrying his talks was never disclosed, but it was understood to include between 30 and 40 outlets. Some of these announced publicly that they were carrying through contract commitments but would not renew at expirations in conformity with their interpretations of the NAB code provisions covering sponsored controversial broadcasts.

It is believed Fr. Coughlin wants to return to the air in time to be heard before the elections. Latterly he was bitterly opposed to the Roosevelt Administration, particularly its foreign policy. It is also reported that Aircasters Inc., headed by Stanley Boynton, was offering transcriptions of talks by the Rev. Gerald H. K. Smith, colleague of Coughlin in the Lemke-for-President campaign and onetime associate of the late Huey Long.

## KSD Fulltime Fete

STARTING a fulltime operating schedule July 1, KSD, St. Louis, observed its expanded operation through a special 30-minute program dramatizing steps in the growth and development of the station. The program was written and produced by Jim Dutson, with special music conducted by Musical Director Russ David. George M. Burbach, general manager of KSD, and Elmer Knoernschild, program director of KFUO, Concordia Seminary station in St. Louis, appeared briefly on the program to outline future plans for the stations. For the last 16 years KSD had shared time on 550 kc. with KFUO, the FCC on May 8 authorizing KSD's exclusive use of 550 kc. in St. Louis and switching KFUO to daytime on 830 kc.

### Call Letter Assignments

LATEST call letter assignments by the FCC, completing the tabulation of new station grants during the first six months of 1939 published on page 32 of the July 1 BROADCASTING, are as follows: WHPC, Albany, Ga.; WIZE, Springfield, O.; WKPA, New Kensington, Pa.; WFCI, Pawtucket, R. I.; WMRC, Greenville, S. C. Call letters of the new station in Omaha should be corrected to KONB.

JOHN ALDEN, formerly advertising manager of The Mennen Co., has been appointed assistant to Dr. M. W. Stofer, vice-president in charge of advertising at the Norwich Pharmacal Co., Norwich, N. Y.

SO THE ADVERTISER MAY KNOW WHICH STATION IS . . .
KOA
NBC
NEWS

# FIRST IN DENVER *in* NEWS *in* SHOWMANSHIP

**SALES RESULTS • POWER • PROGRAMS**
**AUDIENCE • ADVERTISING • *Everything!***

## The biggest thing in America today is *NEWS!*

In addition to all Red Network news features, KOA is on the air six times daily, plus flash bulletins, with THREE of the world's greatest news sources, United Press, International News Service and the *Denver Post facilities. *No other station in the Mountain and Plains West can boast of more than ONE of these services.*

KOA's unsurpassed news coverage together with alert, intelligent presentation of programs that originate in Denver's Radio City, has won for KOA undisputed first position in Showmanship in this region.

**Exclusive Affiliation*

**GENERAL ELECTRIC STATION**
**KOA**
**DENVER**
**50,000 WATTS · 830 KC.**

**Represented Nationally by NBC SPOT Sales Offices**

NEW YORK
CHICAGO
SAN FRANCISCO
BOSTON
CLEVELAND
DETROIT
HOLLYWOOD
PITTSBURGH

# Networks Create Half-Year Record

### Increase of 14% Is Attained Over Time Sales in 1939

PASSING the half-way mark of the year, network radio gives every indication of establishing new sales records during 1940, even without the impending flood of political business as the quadrennial Presidential campaign gets under way. For the first half of the year the combined gross time sales of the major networks total $47,048,571, a gain of 14.3% over the total of $41,176,145 for the first six months of 1939. For the month of June the combined 1940 total is $7,085,791, up 9.5% in comparison with the 1939 figure of $6,470,770.

The increase of June, 1940, over June, 1939, would have been several percent higher if the networks' coverage of the Republican National Convention had not caused commercial cancellations resulting in a combined reduction of more than $200,000 in gross time sales.

Individually, CBS leads the other networks in dollar volume for both month and six-month periods, while MBS leads in percentage gains for June and for the six months. For the half-year CBS time sales, before deduction of time discounts and agency commissions (basis on which all these gross figures are calculated), are $20,457,372, a rise of 20.7% over the 1939 half-year mark of $16,952,973. Mutual, for the six-month span, has total gross time sales of $2,031,323 this year as compared to a total of $1,624,235 for the same period of 1939.

NBC-Red total for the first half of 1940 is $19,326,846, up 6.5% from the $18,149,437 total for the first half of last year. The Blue Network January-June figures show a 17.6% increase since last year, reading $5,233,030 for 1940 and $4,449,500 for 1939. For NBC as a whole, the six-month total this year is $24,559,876, up 8.7% over last year's $22,598,937. Combined NBC June billings are $3,642,100, a gain of 7.7% over the $3,382,404 total for June, 1939.

**Gross Monthly Time Sales**

| | *1940* | *% Gain over 1939* | *1939* |
|---|---|---|---|
| **NBC-Red** | | | |
| Jan. | $3,496,393 | 8.9% | $3,211,161 |
| Feb. | 3,226,983 | 8.5 | 2,975,258 |
| Mar. | 3,338,440 | 1.2 | 3,297,992 |
| April | 3,128,685 | 8.7 | 2,879,571 |
| May | 3,216,940 | 6.3 | 3,025,538 |
| June | 2,919,405 | 5.8 | 2,759,917 |
| **NBC-Blue** | | | |
| Jan. | 908,815 | 10.5 | 822,730 |
| Feb. | 905,101 | 17.0 | 773,437 |
| Mar. | 965,904 | 10.7 | 872,860 |
| April | 912,833 | 34.0 | 681,413 |
| May | 817,682 | 20.9 | 676,564 |
| June | 722,695 | 16.1 | 622,487 |
| **CBS** | | | |
| Jan. | 3,575,946 | 34.2 | 2,674,057 |
| Feb. | 3,330,627 | 31.0 | 2,541,542 |
| Mar. | 3,513,170 | 20.1 | 2,925,684 |
| April | 3,322,689 | 16.4 | 2,854,026 |
| May | 3,570,727 | 15.3 | 3,097,484 |
| June | 3,144,213 | 9.9 | 2,860,180 |
| **MBS** | | | |
| Jan. | 317,729 | 0.8 | 315,078 |
| Feb. | 337,649 | 22.1 | 276,605 |
| Mar. | 390,813 | 27.3 | 306,976 |
| April | 363,468 | 38.4 | 262,626 |
| May | 322,186 | 37.2 | 234,764 |
| June | 299,478 | 31.2 | 228,186 |

W. H. HARRISON, vice-president and chief engineer of AT&T, has been appointed director of the construction division of the National Defense Advisory Commission's production department under Chairman William S. Knudsen.

# STALE BREAD PROBLEM SOLVED

### Radio Campaign Stops Bakery's Daily Quota Of Product Unsold by Drivers

By CHARLES QUIMBY
Advertising Manager
Quimby Baking Co., Uhrichsville, O.

STALE, or more sophisticatedly termed, "yesterday's bread", is a problem that grays bakers' hair and upsets profit columns. Such a problem was ours in varying degrees at Quimby Baking Co. Drivers persisted in returning "home" with bread that, according to quality standards, should have been consumed by a bread-eating public.

We turned to WWVA, Wheeling, to execute a merchandising plan designed not only to end our stale bread returns, but also to increase our regular output. Results were noticeable, but not in proportion to cost and effort. For the second time we came to the conclusion that radio advertising just didn't fit our business, but we couldn't make such a decision "stick" with the radio station.

After considerable study of the situation, the conclusion was reached that our radio program had too much individual community appeal. It was hardly broad enough in its appeal to all bread-eaters in our territory. WWVA convinced us that they were regularly serving that territory effectively and came through with a program idea of their own, for which a "punch" was claimed. We were skeptical, especially so because an increased advertising expenditure was involved, but we dared.

WWVA recommended a personality male singer with a claimed established audience. His radio title sounded rather appealing—"Silver Yodeling Bill"! We said okay. Then a simple contest was recommended, for which an immediate sales check was promised. It was proposed that we ask "Silver Yodeling Bill's" listeners to count the number of times "Holsum" was mentioned on each broadcast. Then we were to give six silver-plated teaspoons to those listeners who submitted the exact count, along with a proof of purchase. To all this we also said okay, signing a contract for 11:45 a.m. to 12 noon, Monday to Friday, inclusive.

The wisdom of such a decision was immediately verified by contest returns. And better still, within a few days our trucks were returning "home" without the "yesterday's bread" headache. Along with this came the demand for more Holsum Bread—and in a volume which necessitated a call to WWVA to ask them to advise our program listeners to be patient if they could not secure Holsum Bread, as we were making every effort to supply public demand as quickly as possible.

And all this proved to us the worth of radio advertising intelligently planned for the sale of our bread, and especially the value of the experience of a producing radio station.

# Kopf Directs Red Sales, McCluer Blue, as NBC Splits Central Division

NBC CENTRAL DIVISION network sales department was divided into two distinct groups July 1, according to Sidney N. Strotz, vice-president and general manager. Harry C. Kopf was appointed sales manager for the Red network with James J. Neale sales traffic manager. William Weddell, E. R. Borroff, E. M. Hoge and J. D. Galbraith constitute the sales force. Paul McCluer is now sales head of the Blue network in the Central Division with Floyd Van Etten named as sales traffic manager. Merritt Schoenfeld, John McCormick and E. K. Hartenbower are the salesmen.

**Mr. McCluer**

**Mr. Kopf**

In announcing the creation of separate sales staffs for the networks, Mr. Strotz indicated there may be announcements of additions to the personnel of both departments in the near future. The action follows similar moves in the NBC Eastern and Western Divisions sales organizations and establishes separate sales forces coast-to-coast for the Red and Blue networks.

# *SKELLY USING RED WITH DAWN SERIES*

SKELLY OIL Co., Kansas City (gas and oil), on July 29 started a 20-week campaign of five-weekly quarter-hour news broadcasts featuring Capt. E. D. C. Hearne, veteran newscaster and former World War flyer, on a proposed network of 11 NBC-Red stations. As BROADCASTING went to press clearance was had on practically all stations.

The series is described as the first early-morning commercial show in network history and is running on station-optional time with NBC-Red moving up its starting time a quarter-hour. Due to difficulties which arose, all stations could not carry the show at the same time, with five releasing 6:45-7 a. m. (CST) and six from 7-7:15 a. m. requiring a repeat broadcast. Stations selected: WIBA, Madison, Wis.; WEBC, Duluth; KSTP, St. Paul - Minneapolis; WDAY, Fargo, N. D.; KSCJ, Sioux City, Ia.; KSOO, Sioux Falls, S. D.; WOW. Omaha; WHO, Des Moines; WDAF, Kansas City; KVOO, Tulsa; WKY, Oklahoma City.

Frank Ferrin, radio director of Henri, Hurst & McDonald, the agency handling the account, set the deal.

## Quaker's NBC Plans

QUAKER OATS Co., Chicago (cereals), on Oct. 27 will start a 52-week schedule on 38 NBC-Red stations Sundays, 5:30-6 p. m. Ruthrauff & Ryan, Chicago, the agency handling the account, is currently auditioning programs and expects to have a decision within the next few weeks on show to be used.

BAKERIES and radio mix well, judging by these pictorial episodes from Yankton and San Francisco. Tri-State Milling Co., of Rapid City, S. D., is a user of WNAX time, sponsoring the *Swansdown News Reel* each morning, with Cap Malley (left, top photo) announcing. Malley recently visited the Tri-State mill, along with Jim Gies, sales promotion manager, and Miss Wynn Hubler, continuity writer. Here Malley samples a test loaf of bread supplied by Stanley White, head chemist. Langendorf United Bakeries, Pacific chain, recently signed with KSFO, San Francisco, for 52 broadcasts from the stage of the Orpheum Theatre, under the title *News Quiz*. At the signatory ceremony were (l to r) Hal Neides, theatre manager; Edward Jansen, KSFO salesman; D. Wheelock, Langendorf advertising manager; Lincoln Dellar, KSFO general manager.

## Net Sponsors Traced

A MONTHLY RECORD of advertisers on NBC, CBS and MBS from January, 1933, through December, 1939, has just been issued by the NBC sales research division. In diagrammatic tables the study shows the continuity for each product-campaign on any network through the seven-year period, sponsoring companies being listed alphabetically. A separate table shows political advertisers and there is an additional list of advertisers using the networks prior to 1933, showing the network used by each during the years 1927 through 1932, but not broken down by months.

## KRIS, KRGV to MBS

KRIS, Corpus Christi, and KRGV, Weslaco, Tex., effective June 26, joined MBS, making a total of 142 Mutual affiliates. The two stations, as members of the Texas State Network, were formerly available to the Mutual network, until they ended their affiliation with TSN Jan. 10 [BROADCASTING, Jan. 15]. KRIS operates on 1330 kc. with 500 watts power, and KRGV operates on 1260 kc., 1,000 watts, both unlimited time.

CFGP, Grande Prairie, Alta, has been given permission to increase from 100 to 250 watts. New Marconi equipment has been ordered. The station expects to increase power Nov. 1, according to C. L. Berry, manager.

# 5 of a kind for WIP

WIP, Philadelphia, is strong for the Western Electric 300A Reproducer Panel. To modernize its transcription facilities, to give new sparkle to all recordings, both vertical and lateral, WIP bought four of these panels, and one 1300A Reproducer Set, which includes a fifth 300A Panel. Get full details from Graybar.

Distributed by GraybaR

DISTRIBUTORS: *In U. S. A.:* Graybar Electric Co., New York, N. Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

*Ask your engineer about the*

**Western Electric**

300A REPRODUCER PANEL

# Government's ASCAP Drive Asks Data From Music Users

### Justice Department Questionnaire Indicates Active Pursuit of Suit; Society Yields Its Files

CLEAR indication that the Department of Justice is pursuing actively the prosecution of anti-trust proceedings against ASCAP was seen in mid-July with the dispatching by the Department of questionnaires to users of copyrighted music, eliciting detailed information on relations with ASCAP over the years. Broadcasters, along with hotels, motion picture exhibitors, music publishers and others identified with public performance of music, are being circularized.

Arrival July 2 at the Department of Justice of several crates of ASCAP files and records originally subpoenaed by the Government also confirmed the belief that the Department intends to follow through on the anti-monopoly course against ASCAP. This data first had been sought by the Department through grand jury subpoena in New York after ASCAP repeatedly had refused to give Department officials access to certain files.

#### Agreement Reached

After Judge Henry W. Goddard of the Federal District Court in New York May 29 had denied an ASCAP motion to quash the grand jury subpoena, looking forward toward possible criminal prosecution of the Society, ASCAP agreed to furnish direct the information requested.

It was learned authoritatively that this agreement came in latter June, at which time Gene Buck, president of ASCAP, and Louis D. Frohlich, counsel, conferred with Assistant Attorney General Thurman Arnold and members of his staff. By agreeing to furnish the voluminous data, including confidential minutes of board meetings, financial reports, membership lists and the like, ASCAP was relieved of the necessity of presenting the data to the grand jury at this time. Victor Waters, Special Assistant Attorney General in charge of the ASCAP prosecution, is understood to be examining the data before deciding upon the Department's future course.

While no information has been forthcoming from official quarters regarding the Buck-Frohlich conference with Assistant Attorney General Arnold, it is understood the ASCAP officials were told in no uncertain terms that the Government intended to follow through in the five-year-old anti-trust proceedings against ASCAP or possibly even branch off into new criminal litigation. The replies to the questionnaires, plus the analysis of the ASCAP data, probably will serve as the basis for the next course of action.

With current ASCAP contracts expiring at the end of the year, and with Broadcast Music Inc. actively building a reservoir of music looking toward dropping of ASCAP music on Dec. 31, it was expected the Department would be inclined to move rapidly. At the hearing May 29 before Judge Goddard, Mr. Frohlich had charged that the Department's purpose was to use the criminal procedure to force ASCAP into a "consent decree" on the civil anti-trust suit pending since 1934, seeking to dissolve ASCAP as a monopoly in restraint of trade. Arguing for the Government, Mr. Waters refuted any such intent.

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CKRC, Revelstoke, B. C., new 100-watt station on 1500 kc., went on the air June 27. Station license has been granted to W. R. Sherwood, listed as owner. Ford Warren is commercial manager. The station is using Canadian Broadcasting Corp. sustaining network programs and is represented by All-Canada Radio Facilities.

HONEYMOONING in Bermuda is John E. Mosman, CBS assistant director of production, with his bride, the former Joan Tetzel, featured star of two CBS serial programs, *When a Girl Marries*, sponsored by Prudential Life Insurance Co., and *Woman of Courage*, sponsored by Colgate-Palmolive-Peet Co.

# A PROGRAM 'FIND' AT WKY

### Book Review Idea Develops Into a Big Audience Puller for Southwestern Region

By BOB EASTMAN
**WKY, Oklahoma City**

AN IDEA, together with the will and facilities to produce it, have resulted in *This Is the Story*, widely acclaimed by Oklahoma listeners. The program originates at WKY, Oklahoma City, five days a week, 4 to 4:15 p.m., and behind it lies a story with all the drama, suspense and excitement of a Hollywood movie.

*This Is the Story* is so completely new that as an idea it scared even the most liberal WKY program men. It started over a suggestion that the station should have a program to satisfy the thousands of listeners who enjoy good books—a group which forms a large part of Oklahoma's citizenry. To help incorporate the idea came Madeline Douglas Bullard, literary critic. Scores of suggestions went through the mill and were discarded. A simple "review" was not enough. There had to be thought and production behind any such venture. Finally, one afternoon not long ago, in a studio draped with special velvet curtains, went Mrs. Bullard and WKY organist, Ken Wright. Into an audition studio went WKY executives and program officials. The next 15 minutes saw the presentation of a program with an appeal unparalleled in the Southwest.

#### Characters Interpreted

First, there was a theme from the organ. It was a specially-written composition, and it entered the microphones without overtones, without distortion. Engineers had worked many hours to obtain perfect reproduction of sound. Then slowly, effectively, Mrs. Bullard began her story. Description was even-tempoed, moderate; then one character entered the story. Mrs. Bullard became that character, and as each succeeding character was introduced, so did the narrator change herself into that being. Four-five-six people; women, men, children—all of different types appeared as the pages turned. Never was there a falter in voice, never a mistake in character of interpretation.

Behind the voice, as it changed from sorrow to joy, from indifference to concern, came a continuous stream of soothing, inspiring music. Organ tones, blended with the voice, softening as the words softened; reaching a climax as a character shouted—music pulling like millions of strings on the emotions of those who listened, shaping every mood, every thought into a well-rounded pattern.

As cold-hearted radio men listened, they warmed to the familiar, comfortable feeling of that story and its musical companion. Soon they were *living* the episode they heard, unconsciously they were transformed into the emotional puppets of a woman, a voice and an organ.

More conservative producers might have said the program wouldn't go over—there would be no appeal except to a small minority. When *This Is the Story* made its air debut, its audience was immediate, gratifying. Instead of a "small minority", letters came from men and women in every walk of life: from farmers, doctors, lawyers, book reviewers, housewives, invalids. There were no offers of "pictures" or "free samples". People wrote because they had to thank someone for a program which stirred new emotions in them. They found a program which, unlike many others, did not run on endlessly, without a climax. Each book on *This Is the Story* is a complete episode, rewritten by a literary expert, condensed and dramatized.

Retained is all the flavor of the original novel, but without "word-for-word" recital. Many listeners clamor to read for themselves the books they have heard so vividly portrayed by Mrs. Bullard. As one book is completed, another, of a different type is begun.

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TEL-PIC Syndicate Inc., makers of news-photo merchandising displays, has increased its list of station subscribers to 139 with the addition of KOY, Phoenix; WINN, Louisville; WBAB, Atlantic City; KGLU, Safford, Ariz.

# *WJHP, JACKSONVILLE TAKES AIR JULY 15*

THE NEW WJHP, Jacksonville's third station, begins operation July 15 as an NBC-Blue outlet, according to Henry G. Wells Jr., general manager of the John H. Perry stations. To operate on 1290 kc. with 250 watts fulltime, WJHP is affiliated with the *Jacksonville Journal*, one of the Perry newspapers. Other Perry stations are WCOA, Pensacola; WDLP, Panama City, and WTMC, Ocala.

Commercial manager of WJHP is Ira M. Koger, formerly of WIS, Columbia, S. C., WTOC, Savannah, and WCSC, Charleston, S. C. Program director is Lynn Gearhart, formerly with WSUN, St. Petersburg. Beecher Hayford, formerly with WCOA, is chief engineer.

Other staff members are—sales, C. D. Taylor, Royce Powell and Ted Chapeau; program, Jim Young, chief announcer and formerly of WIS, "Speed" Veal, formerly with WDNC, Durham, and John Whitmore, formerly in charge of public relations for Marineland Oceanarium; engineers, Bertram McNamara, Clark Overton and Peter Lacy.

Dedicatory plans included an hour broadcast 8-9 p.m. July 15 with civic, religious and business leaders present as guests of Mr. Perry and the station staff. Open house was to be observed during the day with the public invited to visit the studios in the Jacksonville Journal Bldg. The station is RCA equipped throughout and air-conditioned. Transmitter is located in South Jacksonville on the St. John's River.

In addition to carrying a full schedule of NBC-Blue programs, the station will offer comprehensive news through its newspaper affiliation with Associated Press. WJHP will be nationally represented by John H. Perry Associates.

# Stephen P. Willis Named As Manager of WJNO

APPOINTMENT of Stephen P. Willis, manager of WPRO, Providence, as general manager of WJNO, West Palm Beach, was announced July 10, to become effective Aug. 1. Mr. Willis succeeds Reginald B. Martin, resigned, who has not announced his future plans. The personnel change is an outgrowth of the recent death of J. J. O'Brien, New York financier and sportsman, who was principal owner of WJNO.

William S. Cherry Jr., president and executive head of WPRO, has not yet announced Mr. Willis' successor. Mr. Cherry proposes to continue in his capacity as policy head of the station, however, and it is possible that the immediate post of manager will not be filled. Mr. Willis joined WPRO four years ago, after having been commercial manager of WSBT, South Bend, Ind.

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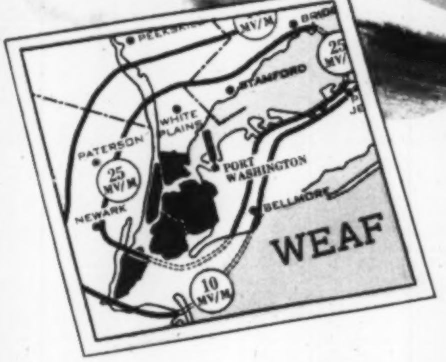
WITH Kenneth E. Huddleston, formerly of the U of Kentucky as its educational director, WNOX, Knoxville, is conducting a *Summer School*, with half-hour daily programs, Monday through Friday, and 25 minutes on Sunday.

"WHAT'S THIS 'SALT-WATER WAY' BUSINESS **WEAF** IS ALL STEAMED UP ABOUT?"
"SAY! YOU'LL BE STEAMED UP ABOUT IT, TOO! IN A NUTSHELL, IT'S A BETTER WAY TO **GREATER SALES IN GREATER NEW YORK**—AT NO EXTRA COST!"


PEEKSKILL
STAMFORD
WHITE PLAINS
PATERSON
25 MV/M
PORT WASHINGTON
NEWARK
BELLMORE
WEAF
10 MV/M

THEY'RE talking—as everyone soon will be—about the new location of WEAF's 50,000-watt transmitter at Port Washington, New York. They're talking about its "salt-water way" to the New York market—and what that's going to mean to advertisers. They're agreeing that salt water conducts ground waves better than anything else and realizing that WEAF's signal traveling over salt water all the way from antenna to New York will get a boost throughout its coverage area that will mean

**❶ A better-than-ever signal to WEAF's listening millions**

**❷ More regular listeners**

**❸ Great sales and profits for WEAF advertisers**

For example, there will be a minimum signal in New York's five boroughs of 25 millivolts—and that's a real concentration of power where power counts most. And beyond the city proper, listeners will get WEAF more clearly and with a greater volume—for consistently better listening to WEAF's great programs.

WEAF's coverage is vast today. Its service to listeners and advertisers is dominant. In the fall, when the new transmitter goes into operation, entirely new standards of listening will be set for New York audiences by WEAF. Plan to take advantage of it. Check WEAF's choice availabilities in guaranteed station time now. Just give us a ring or drop us a line.

**CHECK WEAF FIRST**

**NEW YORK**
**50,000 WATTS · 660 KC.**

**Represented Nationally by NBC SPOT Sales Offices**

NEW YORK
CHICAGO
SAN FRANCISCO
BOSTON
CLEVELAND
DETROIT
HOLLYWOOD
PITTSBURGH

# Sharp Criticism Leads to Delay in Monopoly Report

### Exceptions to Be Authorized; Wheeler's Stiff Rebuke

FINDING no word of praise from any quarter on the so-called Network-Monopoly Report of its special committee, the FCC has decided to move cautiously in considering the committee's sweeping indictment of network operations until late this year—perhaps after the Presidential elections.

First indication of this came July 10 when it was disclosed, during Senate Interstate Commerce Committee hearings on qualification of Thad H. Brown to serve another seven-year term as a member of the FCC, that exceptions to the Network-Monopoly Committee's report would be permitted by the FCC. The Senate Committee itself had begun what amounted to an impromptu inquiry into the FCC's investigation in its examination of Commissioner Brown and of Ralph F. Colin, CBS general counsel.

#### Wheeler's Rebuke

Early in the proceedings July 10, Chairman Wheeler (D-Mont.) of the Senate Committee observed that if what CBS contended is true, the FCC report shows "misunderstanding of the facts" and is full of "gross misrepresentations".

John J. Burns, chief counsel for CBS during the Network-Monopoly hearings, disclosed to the Committee that Chairman Fly informally had acquiesced to his suggestion that all parties be permitted to file briefs, in the nature of exceptions to inaccuracies in the voluminous committee report [BROADCASTING June 15, July 1]. It is presumed also that oral arguments will be authorized, if requested on fundamental aspects of the committee's report.

Because the FCC does not have another meeting until July 19, it is not expected the actual time for filing of exceptions or briefs will be set until that date. Chairman Fly must procure concurrence of a majority of the FCC, since no definite procedure heretofore has been outlined in connection with Commission consideration of the Monopoly report. It is hardly expected that the FCC will ask return of the briefs or exceptions until early fall. Oral arguments normally would not be held for another 30 days. All this, it is presumed, would occur before the FCC itself formally began consideration of the committee's report.

The Senate committee began its inquisition into the Network-Monopoly Committee's report as an outgrowth of testimony previously given the committee by Col. Brown [BROADCASTING, July 1], relating to CBS stock transactions. After Mr. Colin and Judge Burns contested the accuracy of point after point raised in the FCC committee report, Senator Tobey waxed critical not only of the FCC but of the fitness of Col. Brown to serve on the Commission.

#### Again a Delay

The hearing—third since President Roosevelt nominated Col. Brown for another term—recessed July 10 until after the Democratic convention beginning July 15. Meanwhile, Col. Brown cannot function as a member of the FCC, since his term expired June 30. He has been recalled to active duty as a Lieutenant Colonel in the Adjutant General's office of the Army, however, with full pay of his grade, plus allowances.

Senator Tobey punctuated his observations of the Network-Monopoly report and of Col. Brown in particular with such statements as a display of "great ignorance of the report" by the man who served as acting chairman of the committee and that the committee was "one thousand per cent wrong" in its deductions on certain aspects of the CBS stock transactions.

Judge Burns stated repeatedly that many of the FCC conclusions were unwarranted by the evidence and that the general tenor of the report is misleading.

FIRST OFFICIAL VIEW of the station's new 50,000-watt transmitter in Hull, Mass., came July 3 to the entire staff of WBZ, Boston. The preview was included as part of a staff picnic celebrating the station's new Westinghouse management. Cross-legged and contented in center front is Vincent Callahan, new manager of WBZ-WBZA, Boston-Springfield.

## Dedication on July 27 Is Arranged By WBZ

WBZ, Boston, has scheduled formal dedication ceremonies July 27 for its new 50-kw. transmitter at Hull, Mass. Highlighting the opening day ceremonies will be the use of the new uranium "atomic power" element, U-235, to throw the new Westinghouse transmitting plant into regular operation for the first time. Special broadcasts and features will continue through the entire afternoon and evening both in WBZ's Hotel Bradford studios in Boston and at the new transmitter house at Hull.

In addition to the scientific features, the opening day ceremonies are to include parades and pageants, with entertainment by Boston radio artists, according to Vincent F. Callahan, WBZ general manager. Hull has proclaimed July 27 as WBZ Day and the town has indicated active participation in the dedication. The present transmitter at Millis, Mass., will be used until July 27. When the new transmitter goes into regular operation, the old plant will be taken over by the Government to serve as a monitoring post for the FCC, Mr. Callahan stated.

# Brown Hearing Draws Rebukes By Senators of FCC Actions

### CBS Stock Transfers and Network-Monopoly Report Examined at Committee Session on Nomination

CONGRESSIONAL criticism of FCC actions and methods, revolving principally about the recent Network-Monopoly Report, continued July 10 as the Senate Interstate Commerce Committee held its third hearing on the renomination of Commissioner Thad H. Brown. Straying far afield from the nomination issue, the committee recessed July 10 until after the Democratic Convention—probably until July 29—at which time Col. Brown and other witnesses again will be called.

#### CBS Stock Issue

With Ralph F. Colin, CBS general counsel, in the witness chair, the committee aimed its shots at a moving target, starting with an attack on an alleged "stock-rigging deal" by CBS executives and then about-facing to allow CBS representatives the privilege of voicing their general disagreement with FCC conclusions in its network-monopoly study.

By the end of the session committee members, led by Sen. Tobey (R-N.H.), appeared inclined to shoot holes in many of the FCC conclusions, with Sen. Tobey laying the blame squarely at the feet of Commissioner Brown as acting chairman of the Chain-Monopoly Committee.

Since the committee indicated it had not yet finished with the subject, and recessed further hearings until after the convention, confirmation of the Brown appointment was further delayed until at least late in July. Meanwhile Commissioner Brown remained in his unique "powerless" position so far as the FCC was concerned. With his term of office having expired June 30 and confirmation of his new seven-year term delayed, he has been unable to participate in any official FCC matters since July 1. However, on June 28 Commissioner Brown was called back by the Army into active service as a Lieutenant-Colonel in the Judge Advocate General's department, where he has been on the reserve for the last 17 years. He assumed active duty July 1 and will serve the usual 20-day training period in accordance with the present trend of the defense emergency under which the Army is calling back all ranking reserve officers for active service.

Although Commissioner Brown himself was not on the stand, as at the two previous hearings June 12 and 21, questioning by the committee as usual was led by Sen. Tobey [BROADCASTING, June 15, July 1]. As the hearing started Sen. Tobey requested that FCC Chairman Fly be called to answer questions on the Network-Monopoly report. Chairman Fly appeared shortly, but the hearing was recessed before he was called upon to testify. Prefacing Mr. Colin's appearance, John J. Burns, CBS counsel during the network-monopoly hearings, pointed to "inaccuracies and false conclusions" in the FCC report and charged the report was "erroneous in fact and erroneous in conclusion".

#### Colin on the Spot

When Mr. Colin took his place at the conference table as the first witness put under oath in the proceedings, Sen. Tobey launched a 20-minute review of testimony leading up to the Colin appearance on behalf of CBS. As Sen. Tobey started reading a June 21 statement by Mr. Colin, replying to earlier testimony regarding the alleged "treasury raiding" activities of CBS executives, in which he branded the allegations false, he set off a storm among the few committee members present. Indignant members attacked Mr. Colin for perpetrating "an outrage on this committee and any member of it" by his "rash statements" attributing malice and ignorance of the facts to Sen. Tobey or other committee members, particularly when he chose to act upon a press service report alone without investigating the source of the charges further.

As comment on this incidental phase continued, Mr. Colin explained that he was appearing primarily to outline the allegedly questionable Paramount-CBS deal and asked that he be allowed to proceed on that subject, adding that after that was accomplished he would be glad to have his "ears pinned back" if it was still deemed necessary.

#### History of Transfers

According to Mr. Colin's explanation, before June, 1929, the stock of CBS was wholly owned by 17 persons, of whom William S. Paley was the largest single stockholder. Paramount-Famous-Lasky Corp., with an eye on the television field, approached CBS stockholders, and after negotiation Paramount agreed to buy and CBS' stockholders agreed to sell half their interest in CBS for $5,000,000.

Paramount's $5,000,000 offer was made contingent on CBS earning net profits of $2,000,000 in the two years following completion of the purchase. To establish the contingent price, Paramount agreed to pay the $5,000,000 by delivering 58,823 shares of its own stock, whose market value at that time was considerably under $5,000,000. It also agreed to buy this stock back at $85 per share, or $5,000,000, regardless of the open market price of the stock, if CBS did net the $2,000,000.

In order to sell half the CBS stock to Paramount, the one class

(*Continued on page 60*)

# None like it Cold!

Now, more than ever, radio newscasts guarantee you an audience. Your CAB, your Hooper, your own private polls confirm this conclusively.

But in Northern California, newscasts guarantee you an audience out of all proportion to the population. For surveys prove that Pacific Coasters, more than other Americans, depend on radio for their news.

KGO & KPO newscasts, alone in their market, are serviced by *both* International News Service and United Press. KGO & KPO build loyal permanent news followers by such news features as Richfield Reporter—Sperry Flour Breakfast News—Kaltenborn—John Gunther—A. P. Flashes—European Roundup—A Reporter Speaks (North American Accident Insurance)—John Rapp Motors Radio Reporter.

As we go to press, KGO can still offer you (for time rates plus 28¾% program cost) an evening news strip with a four-figure test mail return. KPO has a day strip with equally impressive background.

If you have a message for this rich world's fair market, and for all Northern California, see your nearest NBC spot representative—and learn how easy it is to tell (and sell) all on San Francisco's most powerful stations.

*Visit the KGO & KPO exhibit in the Hall of Electricity and Communications at the Golden Gate International Exposition.*

**KGO & KPO**
**SAN FRANCISCO**
7,500 WATTS • 790 KC.—50,000 WATTS • 680 KC.

**Represented Nationally by NBC SPOT Sales Offices**

NEW YORK
CHICAGO
SAN FRANCISCO
BOSTON
CLEVELAND
DETROIT
HOLLYWOOD
PITTSBURGH

# AFRA Protests Communist Claim

### Talent Union Asks Retraction From Rep. Lambertson

REPERCUSSIONS from New York headquarters of American Federation of Radio Artists followed a declaration by Rep. William B. Lambertson (R-Kan.) that George Heller, assistant executive secretary of AFRA, as well as other persons holding "key positions" in the theatrical profession, were Communists.

Mr. Heller on July 9 sent a telegram to Rep. Lambertson terming the statement "untrue", asking for "a public retraction" and attacking "irresponsible statements which damage the reputation of innocent citizens without at least giving such persons a fair chance to disprove scurrillous allegations".

Rep. Lambertson is a member of the House Appropriations Committee which last year banned theatre projects in the work projects program and this year turned down pleas of representatives of the theatrical profession to restore them. His statement, which also drew hot denials from other persons mentioned, appeared July 4 in the *Congressional Record.*

### Recalls WPA Project

In his published remarks Rep. Lambertson declared: "When the WPA theatre project was killed last year, largely because of serious penetration by Communists, Congress assumed that the members of the profession would undertake a house-cleaning. Instead, as recently as last May 24, an avowed Communist, Sam Jaffee, was elected to the governing council of Actor's Equity Assn. While only a small minority (in Equity), the voting power is in the hands of Communists and fellow travelers in the New York City area, and there has been a growing rather than a diminishing trend of communistic influence in the theatre. Seven Communists are now on the governing council of Equity: Sam Jaffee, Philip Loeb, Emily Marsh, Hiram S. Sherman, Leroy MacLean, Edith L. VanCleve, and Alan Hewitt.

"Other key positions in the profession have been taken over by Communists. George Heller is now executive secretary and treasurer of the Radio Actors Guild. The new executive secretary of the American Guild of Variety Artists is Hoyt Haddock, a former CIO organizer of distinct Communist sympathies, whose appointment was protested by the AFL.

"House Joint Resolution 544 strikes Communists and Nazis from the relief rolls, but here is a situation where Communists are occupying high places in a profession which Congress would undoubtedly be glad to help if we had the means of weeding them out. Innocent and deserving actors and actresses all over the country are thus being penalized, and there will be no WPA theatre project as long as this condition is permitted to exist."

Mr. Heller's telegram to Rep. Lambertson stated:

"You were reported in the press as having stated that I am a Communist. This is untrue. The plain facts are that I am not now and never have been a Communist. This charge was evidently instigated either by a crank or someone with a selfish personal motive, intent on creating trouble.

"It is a scandalous condition that permits anyone to issue irresponsible statements which damage the reputation of innocent citizens without at least giving such persons a fair chance to disprove scurrillous allegations. In times such as these, one would think that men who hold high positions in our democracy bound to act with scrupulous responsibility and regard for the truth. In this spirit, I ask you to issue a public retraction of your completely unfounded charges."

# *Free Rein to Cover Plattsburg Camp Is Granted to Broadcasters by Army*

THE CHANGED public attitude on military subjects will make this year's radio coverage of the annual Army maneuvers in the Plattsburg-Watertown area in upper New York State to be held Aug. 3-31, a far more difficult task than it was a year ago, it was pointed out at a meeting July 2 of some 25 representatives of national and regional networks and local New York stations with Army officials at Second Corps Area Headquarters on Governors Island.

A year ago the maneuvers formed a spectacle or military show to be broadcast principally as entertainment, the broadcasters stated, but this year, they declared, the encampment will be viewed much more seriously as a part of our national defense program, making the selection and presentation of broadcast material a serious responsibility for the broadcaster.

### No Censorship

Several of those present felt that the Army should relieve the broadcasters of this responsibility by itself selecting the subject matter to be broadcast and assigning certain broadcasts to the several stations or networks. Spokesmen for the Army, however, said they had no authority over radio and could not invade the province of the FCC by assuming any, adding that they had the utmost confidence in the broadcasters' knowledge of their audiences and in their ability to arrange programs from the maneuvers that would give the public a true picture of the present status of our military forces.

Outlining the tentative schedule of the maneuvers and the wire and other facilities available for the use of broadcasters, Capt. Edward J. F. Glavin, assistant public relations officer, said that every possible assistance would be given radio and the press and that there would be absolutely no censorship restrictions, with every reporter and commentator free to "see what he wants to see and to say what he wants to say about what he has seen."

There are ample telephone facilities to permit as many direct pickups from camp headquarters as desired, he said and anyone wishing to run special wires to other points in the maneuvers area will be permitted to do so. Twice-daily plane service between the camp and New York City will be provided by the Army for use by broadcasters and the press and these planes may also be used to ship transcriptions made on the grounds to the city for distribution to stations wishing to cover the maneuvers in that way.

Capt. Glavin stressed that each station must plan and arrange its own programs, adding that the information staff will serve stations with the same news released the news services and at the same time, mailing or wiring this news at the station's expense. The Army, he declared, will not attempt to compete with the regular news services by furnishing any special news to stations not subscribing to those services, or by serving them via Army wires without charge.

### Cost of Coverage

In discussing the best means of covering the event, the non-network stations were concerned with the financial angle. The cost of a direct wire from WMFF, Plattsburg, which was said to have offered the use of its facilities to any other station for the maneuvers coverage to New York, was reported at $745 for a daily quarter-hour for the month. Transcriptions seemed the most feasible method for most independent stations to cover the event, and Capt. Glavin pointed out that this method provided the means for many exclusive shows, as many of the important parts of the maneuvers occur at hours not suitable for simultaneous broadcasting or at locations which it would be unduly difficult or costly to reach by wire.

All broadcasters present agreed on the importance of giving the public adequate information about the maneuvers, which will be the largest, involving some 100,000 members of the Regular Army, National Guard and Organized Reserves from the 12 northeastern States and the District of Columbia, and the longest—three weeks instead of the usual two—ever staged in this country in peace time. But no definite plan for this coverage had been decided as the meeting adjourned.

Maj. Russell Lyons, of the Engineering Corps, has been placed in charge of radio publicity, assisted by two reserve officers, Maj. John Holman, general manager of KDKA, Pittsburgh, and Capt. Dorsey Owings, president of Portable Electric Power Corp., New York. Major Lyons and Capt. Owings were present at the meeting, which was attended by representatives of NBC, CBS, WOR-MBS, New York Broadcasting System, Quaker Network, WAAT, WINS, WEVD, WNYC, WHN, WNEW, WMCA, WOV, WHOM.

GO MODERN RADIO CENTRE
GO MOD

**A SUITABLY-GARBED** quartet representing WOKO-WABY, Albany, N. Y., is entered in the Albany division of the 1940 World's Fair Barbershop Quartet Contest, performing under the banner "Radio Centre Four". Recently the four mounted tandem bikes and rode through downtown streets right into the Ten Eyck Hotel to appear at a Rotary lunch. The four (l to r) are Jim Nolan, Tip Corning, Carl Mattison and Walt Cummings.

# Irvin Stewart Is Named To Defense Committee

**Dr. Stewart**

APPOINTMENT of Dr. Irvin Stewart, former member of the FCC, as secretary of the National Defense Research Committee designated by President Roosevelt to coordinate scientific work on problems relating to national defense, was announced July 2 by the committee at its first meeting. Now director of the Committee on Scientific Aids to Learning of the National Research Council in New York, Dr. Stewart served on the FCC from its inception July 11, 1934 until June 30, 1937, when he resigned to assume the educational post.

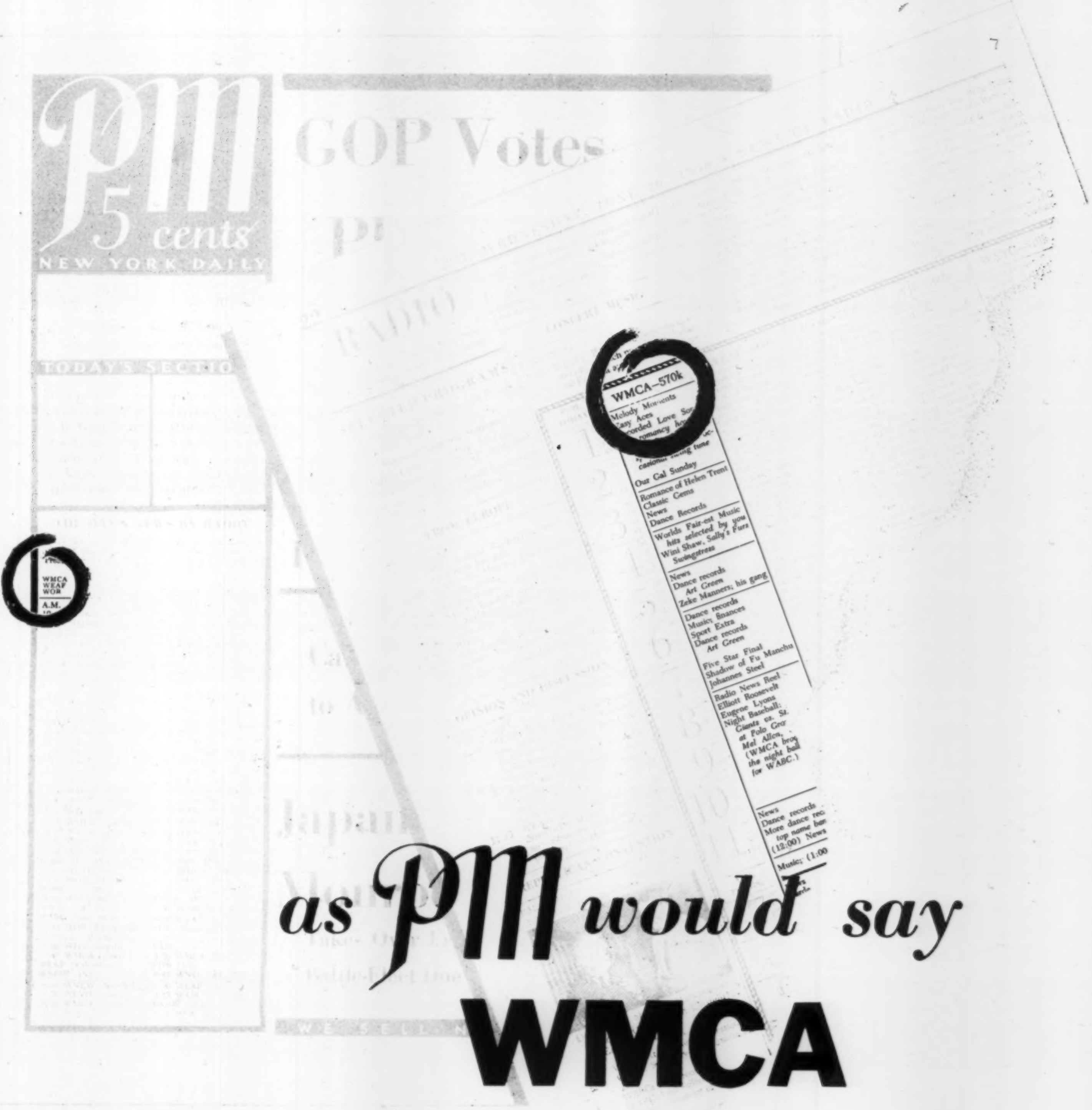
Dr. Stewart was chairman of the FCC Telegraph Division under the former Commission organization, but also participated in a number of important broadcast proceedings. Dr. James B. Conant, president of Harvard, is chairman of the Committee on Scientific Aids to Learning, as well as a member of the Defense Committee. Dr. Vannevar Bush, chairman of the Defense Committee, is a member of the Scientific Committee.

## Johnson Wax Spots

S. C. JOHNSON & Co., Racine, Wis., on July 8 started a test campaign for its new product, Wax-O-Namel, with five weekly one-minute live announcements on WSB, Atlanta, and WTMA, Charleston, S. C. Contracts of undetermined length. Needham, Louis & Brorby, Chicago, handles the account.

### Union Sues Winchell

SUIT for $1,000,000 was filed June 29 in New York Supreme Court against RCA, NBC, Walter Winchell, the Andrew Jergens Co., and the *New York Daily Mirror* by Joseph Curran, president of the National Maritime Union. Curran alleges that Winchell on his June 9 NBC-Blue program, sponsored by Jergens, and in his *Mirror* column the following day, charged that "numerous" members of the Union were Communists, were conspiring against the United States and were attempting to undermine American principles.



WMCA—570k

Melody Moments
Easy Aces
Recorded Love Son
romancy ha
Our Gal Sunday
Romance of Helen Trent
Classic Gems
News
Dance Records
Worlds Fair-est Music
hits selected by you
Wini Shaw, Sally's Furs
Swingstress
News
Dance records
Art Green
Zeke Manners; his gang
Dance records
Music; finances
Sport Extra
Dance records
Art Green
Five Star Final
Shadow of Fu Manchu
Johannes Steel
Radio News Reel
Elliott Roosevelt
Eugene Lyons
Night Baseball:
Giants vs. St.
at Polo Gro
Mel Allen,
(WMCA bro
the night ball
for WABC.)
News
Dance records
More dance rec
top name ban
(12:00) News
Music; (1:00

## *as PM would say*

# WMCA

**Escape *to* WMCA for *comprehensive* news**

**Johannes Steel**
**Eugene Lyons**
**Elliott Roosevelt**
**Gabriel Heatter**
**Sidney Mosely**
**and**
**INS News Service**

## *FIRST ON YOUR DIAL*

## NEW YORK

# Parents' Survey Reveals Antipathy Toward Thrillers

### Youngster Found to Prefer Programs of Adult Type

THAT children are turning more and more away from the gangster, "gun-shooting," and "thriller" type of radio program seems to be the outstanding conclusion reached in a survey taken by the United Parents Assns. of New York, based on replies to 60,000 questionnaires sent to children in 21 selected schools of Greater New York, as well as to their parents and teachers.

The children, ranging in age from kindergarten through the first year of high school, reported that such super-thrillers as *Gangbusters, The Shadow* and *Superman* "are unbelievable and frighten them too much", although almost half of the group liked such adventure programs as *Lone Ranger* and *Sky Blazers*, or such mysteries as *The Adventures of Ellery Queen* and *I Love a Mystery.*

#### No Romantic Strips

Asked why they preferred certain types of programs, the children said they liked to listen to a program which is entertaining, humorous, adventurous or educational. Preferred quiz programs included *Professor Quiz, Information Please* and spelling bees, while educational votes were mainly for *Cavalcade of America.* Approximately 13% dislike the serials concerned with love and family life, listing such programs as *Second Husband, Stella Dallas, Johnson Family* and *Good Will Hour* as too mature for them, although broadcast at convenient listening hours. The younger children like *Uncle Don*, but 19% voted against that type of "children's program" along with *Little Orphan Annie* as "silly, insincere and not true to life". Charlie McCarthy received many votes because "he is good fun and uses good English", and *One of the Finest* and *Five Star Final* were favorites because of their "right-up-to-the-minute" events.

With stories and plays as the most popular types, the children suggested more programs during the hours of 4-8 p.m., including dramatizations of Bible stories, fairy tales, historical events, lives of famous people and an *Information Please* for children.

Almost 80% of the programs not approved by parents are adventure and "thriller" types, including those disliked by the children, such as *Green Hornet* or *The Adventures of Sherlock Holmes.* Parents find such broadcasts "over-excite children, influence their language and create gangster worship." Parental suggestions were similar to those of the children, in addition to asking for more vocational guidance on the air, less "boxtop" advertising, and more theatre-play programs produced by and for children.

#### Aid to Education

To improve juvenile programs, 95% of the parents said they were willing to write sponsors and agencies commenting on both good and bad programs; 85% are willing to purchase products promoted on approved programs, and 100% are willing to spread knowledge of approved programs and encourage their children to listen to them.

Approximately 92% of the teachers questioned approved the discussion of radio programs in the classroom. Radio listening, they voted, creates good general listening habits, stimulates interest and curiosity, promotes research skill, develops appreciation of poetry, music and drama, and gives a child a better background to discuss topics intelligently.

The teachers also voted against the over-stimulation of mystery and thriller stories as creating an unhealthy interest in melodrama and the sensational. They suggested that broadcasting companies should cooperate with schools in compiling approved program lists, and that radio should be correlated with school work with discussion in class and at home.

According to Mrs. Nathanial Singer, chairman of the UPA radio committee, the 1940 survey, which received a 100% response, shows how radio has become an accepted and important factor in the home, as compared to 1938 when UPA sent out a similar survey which was rejected by numerous parents entirely because they had no radio and therefore "no radio problem".

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# Guestitorial

## WOMEN, CHILDREN AND RADIO

By SABRA HOLBROOK
Executive Director, Youthbuilders Inc.

WOULD-BE G-Men in their teens are hanging out the crepe these days for the passing of their favorite radio program, *Gangbusters.* According to press reports, this program was scared off the airwaves by pressure from organized parents.

Meanwhile, a St. Louis judge had blamed the delinquency of six boys on *Gangbusters,* by which the youngsters (with their backs to the wall and eager for any alibi) admitted being influenced . . . The Directress of the Children's Theatre, in New York, claims that current juvenile radio teaches children to think in terms of arson and murder . . . In Bridgeport, Conn., five children's programs are discontinued, as a result of local pressure . . . At almost every national meeting held by prominent women's organizations, children's programs receive an increasing quota of scathing denouncement.

#### Not Exciting Enough

Several of these organizations have recently gone "scientific". They have been engaged in conducting "surveys" about *children's* radio, largely among *adults.* The United Parents Associations of New York City, however, sensibly believing that children's own opinions are important, has surveyed children, with results reported in the adjoining column.

United Parents says that children don't like "crime" programs anyway. If by "crime" programs, they mean the average sponsor's idea of a typical juvenile thriller, they are right. Surveys undertaken among children in all parts of the country prove youngsters over ten are listening to *adult* programs. But the reason is not because children agree with their parents that crime stories are too exciting—*Gangbusters'* popularity indicated the contrary. The reason is that children do not find most *juvenile* programs exciting enough. *Gangbusters,* remember, was an adult program.

Most sponsors try to interpret the interests of children in the light of reflections about the "old swimming hole". But the environment of childhood has been streamlined since the days of Tom Sawyer. Newspaper headlines which scream of bombs dropped from the clouds and torpedoes shot from the depths of the ocean make the pulp-thrillers we used to read surreptitiously in the back yard look like sissies!

Truth today is not only stranger but more urgent than fiction. It is brought home to us still blistered with the flame of battle and wet with the blood of the dead. Small wonder the modern child switches his dial from the adventures of *Orphan Annie* to the commentator speaking direct from Europe—doubtless with the fervent hope that the commentator may be interrupted by a blackout or an air-raid siren!

#### Widening the Gap

When the haul between the chrome office of an advertising agency and the heart of a child is such a long one, it is unfortunate that those who might best serve to bridge the gap, namely parents and teachers, seem to be engaged in making it wider. There *is* a connection between children's somewhat morbid passion for the news, and a passion for building a world in which the news is good. Radio is one instrument which can be used to help children make that connection. According to children themselves—some 8,000 of them—*Gangbusters* taught that "the crook always get caught". It taught this lesson with reference to actual cases. It was an example of constructive realism.

Juvenile radio gives nightmares to more sponsors than children. There remain only seven commercial network programs for youngsters, these mainly consisting of wishy-washy clap-trap which would insult the intelligence of a lap-dog. Why don't parents and teachers concentrate on broadening rather than narrowing this field? The problem of what may be unsatisfactory will solve itself when more attention is paid to children's own preferences in building children's programs. Work toward this objective offers crusaders an opportunity to be of real service to the up-and-coming generation.

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MEREDITH WILLSON, Hollywood musical director of the NBC *Good News of 1940,* sponsored by General Foods Corp., (Maxwell House coffee), has been signed to score and orchestrate Charlie Chaplin's Production No. 6. It is his first film assignment. Willson also conducts the weekly *Meredith Willson's Musical Revue,* which started on 82 NBC-Red stations, July 2, under sponsorship of S. C. Johnson & Son (floor wax), as a summer substitute for *Fibber McGee & Molly.*

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# Young Listeners Like Adult Fare

### Ohio U Discovers Juvenile Programs Less Popular

CHILDREN of junior high school age tend to prefer adult radio fare rather than juvenile programs, according to results of a study made by the Evaluation of School Broadcasts at Ohio State U, Columbus. The research organization asked 551 students at Grover Cleveland Junior High School, Zanesville, O., to name their five favorite radio programs. Of 21 programs mentioned most frequently, only two were classed as juvenile—*The Lone Ranger* and *Jack Armstrong*—the other 19 were adult features.

On the 551 preference lists 325 different programs were mentioned at least once, and no single program was named as a favorite by as many as 50% of the students. The Jack Benny show, named by 207 pupils as one of their five favorites, was listed most frequently, with *Mr. District Attorney, Kay Kyser's Kollege of Musical Knowledge* and Edgar Bergen - Charley McCarthy following in that order.

#### Other Favorites

Highest ranking program with strictly juvenile appeal was *Jack Armstrong,* in fifth place and named by 119 students. *The Lone Ranger* ranked 10th, preceded by *The Aldrich Family, Fibber McGee & Molly, One Man's Family* and Horace Heidt's *Pot o' Gold.* Jack Benny polled more votes among boys than girls, as did the other top-ranking comedy programs, detective thrillers and adventure programs. Kay Kyser, *Pot o' Gold* and script shows dealing with love and family problems were chosen more frequently by girls.

Differences in preference between various school grades also appeared, with juvenile program popularity appearing to decline steadily with both boys and girls from the 7th to 9th grades. Jack Benny tended to decline in popularity with girls as the grade increased, but remained relatively constant with boy students, while Kay Kyser grew more popular with both boys and girls as the grade increased. In the particular school, 97% of the students indicated they had at least one radio in their homes. Only 1% said they had no radio, with the remaining 2% failing to answer the question. About 75% said their radios were turned on most of the time.

The following programs were named among their five favorites by at least 25 of the 551 students canvassed:

Jack Benny, named by 207 students; Mr. District Attorney, 159; Kay Kyser, 125; Charley McCarthy, 123; Jack Armstrong, 119; The Aldrich Family, 115; Fibber McGee, 108; One Man's Family, 79; Pot o' Gold, 67; The Lone Ranger, 65; Bob Hope, 64; Sherlock Holmes, 63; Big Town, 50; Good News of 1940, 43; Lowell Thomas, 43; Those We Love, 38; Battle of the Sexes, 39; Midstream, 37; The Green Hornet, 35; Kitty Keene, 27; Hit Parade, 25.

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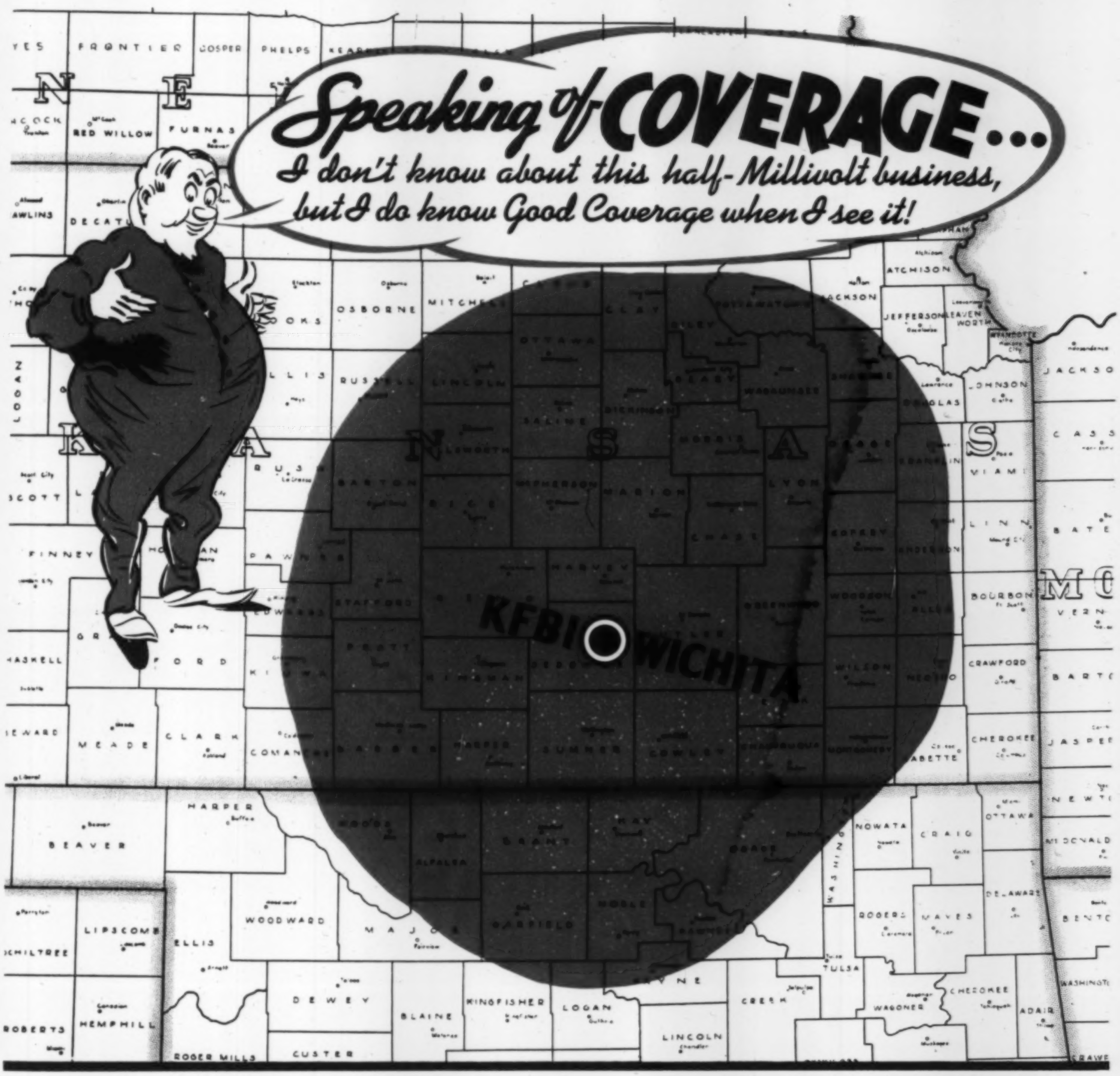
#### Willie Howard Joins Kate

WHEN Kate Smith returns to CBS on Sept. 20 with her evening variety hour, sponsored by General Foods Corp. for Grape Nuts, Willie Howard will be the featured comedian on the program, replacing Abbott & Costello. Also with Miss Smith will be Ted Collins, Jack Miller's Orchestra, Ted Straeter's Chorus and Andre Baruch. Young & Rubicam, New York, handles the account.


Speaking of COVERAGE...
I don't know about this half-Millivolt business, but I do know Good Coverage when I see it!
KFBI WICHITA
NEBRASKA
KANSAS
MO

KFBI covers Kansas like Grandpa's famous "Red Flannels" covered him . . . from head to heel!

And, KFBI's coverage will warm up your sales in Kansas in just the same, sure-fire way the red flannels warmed up Grandpa . . . for KFBI is STAFFED FOR SELLING!

The .5 millivolt contour above shows how KFBI covers Kansas and northern Oklahoma. 52 counties lie within this area . . . nearly 250,000 radio homes are in these counties. And that is nearly twice as many half millivolt counties as any other Wichita radio station claims!!!

In addition, you get a great PLUS COVERAGE (not shown on map) which brings volume mail regularly from all the other counties in Kansas . . . PLUS more than 35 counties in Oklahoma based on mail received during the first two months of operation in Wichita.

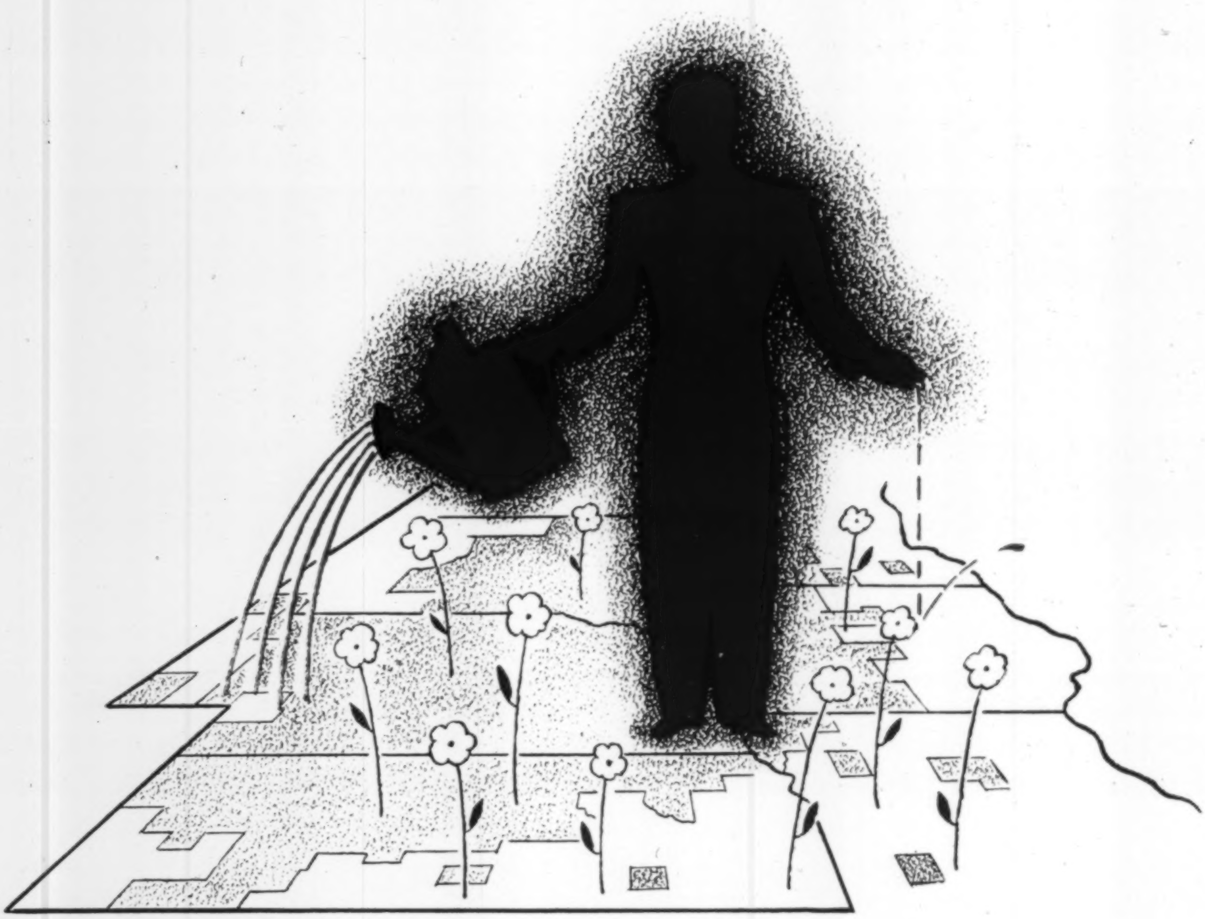
To do a bang-up, effective selling job in Kansas at least cost, put on the "Red Flannels" of KFBI's intensive coverage of this great, prosperous market.

**Let KFBI go to work for YOU!**

**KFBI**
**WICHITA**

***Pioneer Voice of Kansas***

**5000 WATTS on 1050 Kc. . . . Affiliated with Mutual Broadcasting System and Kansas State Network. Represented by Howard H. Wilson Company.**



## *Which would* YOU *use—*

# Sprinkling Can or Thimble?

● It takes a heap o' water to make the flowers bloom. And it takes a heap o' coverage to make the rich Omaha market bloom for YOU. It's a big market embracing 816,690 radio homes—extending into six fertile farm states. And it's a rich market, with nearly two billion dollars of spendable income every year! There's only one medium that provides thorough, intensive coverage of the entire Omaha trade territory. It's radio station WOW. Include WOW in your fall schedules. You'll reach more homes, in more counties, with more money to spend. Remember, if you want the Omaha market, you want WOW.

John J. Gillin, Jr., Manager . . . Owned and Operated by the Woodmen of the World Life Insurance Society . . . John Blair & Company, Representatives . . . On the NBC Red Network . . . Write for Comprehensive Surveys and Maps.

RADIO STATION

**WOW**

OMAHA, NEBRASKA

**5,000 Watts Day and Night on 590 KC Covers the Omaha Market**

# FCC Strengthens Emergency Rules

### Clarifies Status of Amateur And Commercial Operators

IN LINE with its effort to minimize danger of improper use of radio facilities during the war emergency, the FCC July 5 announced adoption of new rules to strengthen and make more definite prohibitions respecting conduct of commercial and amateur radio operators.

Under the new provisions the Commission said it clarifies its authority to prosecute as well as suspend licenses in cases of violation. Rules adopted to supplement those governing commercial radio operators are as follows:

Sec. 13.64 *Obedience to lawful orders.* All licensed radio operators shall obey and carry out the lawful orders of the master or person lawfully in charge of the ship or aircraft on which they are employed.

Sec. 13.65 *Damage to apparatus.* No licensed radio operator shall willfully damage, or cause or permit to be damaged, any radio apparatus or installation in any licensed radio station.

Sec. 13.66 *Unnecessary, unidentified, or superfluous communications.* No licensed radio operator shall transmit unnecessary, unidentified, or superfluous radio communications or signals.

Sec. 13.67 *Obscenity, indecency, profanity.* No licensed radio operator or other person shall transmit communications containing obscene, indecent, or profane words, language, or meaning.

Sec. 13.68 *False signals.* No licensed radio operator shall transmit false or deceptive signals or communications by radio, or any call letter or signal which has not been assigned by proper authority to the radio station he is operating.

Sec. 13.69 *Interference.* No licensed radio operator shall willfully or maliciously interfere with or cause interference to any radio communication or signal.

Sec. 13.70 *Fraudulent licenses.* No licensed radio operator or other person shall obtain or attempt to obtain, or assist another to obtain or attempt to obtain, an operator's license by fraudulent means.

## *HANNA IS MANAGER OF CORNELL'S WHCU*

WITH WESG reverting to Cornell University management and operation [BROADCASTING, May 15], Michael R. Hanna, formerly of WIBX, Utica, has been named general manager, and the station's call letters have been changed to WHCU. The station now is operating from the Cornell campus at Ithaca, N. Y., having moved from Elmira where it had been operated under lease by the *Elmira Star-Gazette*, Gannett newspaper. It retains its CBS affiliation and will continue to operate on a commercial basis.

Lew Trenner, who has been local sales manager of WIBX and formerly was sales promotion manager of WFIL, Philadelphia, has been appointed commercial manager. Sidney Ten Eyck, former program director of WIBX, is the new program director. Mr. Ten Eyck also was formerly with WSMK, Dayton [now WING] and has served in various capacities with WLW, WCKY, WMAL and WCAU.

The new WHCU is being engineered by members of the staff of the Cornell School of Electrical Engineering. It is planned to construct a new transmitter on the campus this fall.

A NEW partnership setup at WAGF, Dothan, Ala., has been consummated, subject to FCC approval, with Horace Hall scheduled to become one-fourth owner. At present the station is owned by a partnership comprising Julian C. Smith, manager; Fred C. Moseley, commercial manager, and John T. Hubbard, chief engineer.

ON HAND when the Westinghouse *Musical Americana* program shifted from Pittsburgh to New York with the July 2 broadcast were officials of Fuller & Smith & Ross, the agency, and NBC. Program is heard Tuesdays on the Blue, 9-9:30 p.m. Lined up are (l to r) Allen Billingsley, agency president; Charles E. Phelps, NBC sales; Kenneth L. Watt, F&S&R producer and program m.c.; Keith Kiggins, NBC-Blue sales manager; Milton J. Cross, NBC announcer; Raymond Paige, orchestra conductor.

# A STUDIO WITH TRICK WALLS

### Slanted and Curved Surfaces, With Adjustable 'Acoustivanes', Mark CBS Annex

WALLS slanted and curved so that no two sides are exactly parallel, a ceiling broken by numerous ridges, "acoustivanes" of polished wood covering a part of each wall and backed up by nine different degrees of sound-absorbing material are among the more novel features of the first studio to be completed in the new CBS studio-annex at 49 E. 52d St., New York [BROADCASTING, Feb. 1]. First of seven studios which, with a floor of offices, will occupy the building which is just across the street from the main CBS Building, was dedicated without ceremony July 1 by a broadcast of *So You Think You Know Music*, sustaining quiz program.

Purpose of the unusual construction, as explained by C. R. Jacobs, CBS construction engineer, is to enable the purest possible reproduction of sound by eliminating reflections set up by parallel surfaces and permitting any desired degree of liveness. The "acoustivanes", operated from a panel in the control room, may be completely closed, giving extreme brilliance to the tones, or opened at various angles for different degrees of liveness.

"This studio was designed to permit the director to get the utmost out of his actors, and musicians," Mr. Jacobs stated. "If there are ten violins in the orchestra, the listener will hear ten violins, not just two or three. If an effect of a chorus singing out of doors and then entering a room is wanted, it can be easily achieved by gradually closing the acoustivanes."

Howard Barlow, conductor of the CBS Symphony Orchestra cooperated with Mr. Jacobs in designing the new studios. The other studios in the building are expected to be completed and put into use within a month.

## Camel Band Series

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., on July 11 started *Dixieland Music Shop*, a new series for Camel cigarettes starring Bob Crosby's Orchestra, formerly heard on the *Camel Caravan* program, on NBC-Red, Saturdays at 10 p. m., period filled by *Uncle Ezra* since July 13. The *Music Shop* is heard on 52 NBC-Red and Blue stations, Thursdays, 7:30-8 p. m., except on WJZ, New York, when it is presented at 9 p. m. Also featured is Bonnie King, singer. Agency is William Esty & Co., New York.

## More Church Spots

NATIONAL COMMITTEE for Religious Recovery, New York, has added ten stations to the list carrying its thrice-weekly "Go to Church" spot announcements [BROADCASTING, June 15]. New stations include WOV, New York; WCNW, Brooklyn; WMBD, Peoria; WMGA, Moultrie, Ga.; WCLS, Joliet, Ill.; KOIN and KALE, Portland, Ore.; WLAP, Lexington, Ky.; WQDM, St. Albans, Vt., and WFBL, Syracuse.

## Hit by Lightning

WHEN lightning struck a telephone cable near the transmitter, forcing WIBX, Utica, N. Y., off the air recently, the entire staff rushed to the studio to help get the station back on the air via shortwave pickup. E. K. Johnson, business manager, took charge at the transmitter and Program Director Elliott Stewart at the main studios. Engineer Fred Hoffman, assisted by Announcers Mike Carlo and Jack Hamilton, connected the shortwave truck, WAIJ, to the console. At one point Bob Mahaney, Socony newscaster, and Doc Merna, Cities Service sports announcer, broadcast near the truck outside the studios. Although repairs took two days, a temporary line was rigged up by 9 p.m., and only one commercial was lost. The listening audience was believed larger than usual because of interest in the novel operation.

## *MAGAZINE ARTICLE CITES FM GROWTH*

A LOOK into the past, present and future of FM broadcasting was afforded the layman in an article in the *Saturday Evening Post* for July 6, written by Samuel Lubell, Washington freelance writer. Focused on the recent FCC authorization of commercial FM operation, the story, "Comes the Radio Revolution", traces pioneering FM experiences of Maj. Edwin H. Armstrong, inventor of the Armstrong system of FM transmission, John Shepard 3d, president of the Yankee Network, and Paul A. deMars, Yankee vice-president and technical director, as well as other FM personages.

Reciting the apparent advantages of FM over AM broadcasting, among them noise reduction and higher fidelity, Mr. Lubell developed as the principal factor of uncertainty the economic problem posed by displacement of present AM transmitters and receivers with FM apparatus. Part of the uncertainty lies in whether listeners would appreciate the staticless, high-fidelity virtue enough to sink money in more expensive receivers, the article stated, with the FM operator facing the old chicken-or-the-egg riddle in attracting advertisers. Economic considerations form the chief case against FM, Mr. Lubell declared.

A novel slant on FM operations concluded the article:

"Ironically, FM also carries with it the possibility of totalitarian radio censorship. Because FM stations automatically erect a wall against one another, if the United States went completely FM, it would be a simple matter for the Government to wall out of this country any foreign broadcast. Hitler, to prevent Germans from listening to disturbing broadcasts from other countries, had a special 'folk's' radio built, too weak to pick up signals outside of Germany. FM would have done the job more effectively."

## Full-fidelity FM Studio Is Constructed by WOR

CLAIMING the first full-fidelity studio built expressly for FM operation, WOR, Newark, plans to start operating its FM station, W2XOR, about July 20 from its new site at 444 Madison Ave., in New York. WOR's largest studio is being rebuilt with Western Electric audio facilities capable of a flat frequency response of 30 to 15,000 cycles and a total harmonic distortion of less than .5%.

The new system is to have a universal signal-to-noise ration of 55 to 60 decibels, or a power ration between signal and background noise of 1,000,000 to 1. With the shift of W2XOR from Carteret to Madison Ave., WOR has added two engineers specializing in FM to its staff—Reinhardt E. Rast, formerly of Guardian Mfg. & Supply Co., Branford, Conn., and Joseph A. Waldschmitt, research fellow of Lehigh U.

ASHMEAD SCOTT, Hollywood writer-producer of the CBS *Blondie* series, sponsored by R. J. Reynolds Tobacco Co. (Camel), has invented a combination cat scratcher, amusement wheel and catnip machine to divert his cat Clarence from clawing upholstered furniture. He plans to patent the device.

# AP and Stations Talk Sponsorship

## Negotiations Declared to Be Proceeding Satisfactorily

NEGOTIATIONS with a number of radio stations for the commercial radio news service now offered by the Associated Press are reported as "progressing satisfactorily" by radio spokesmen at AP headquarters in New York, but no contracts have been signed since that with WNEW, New York [BROADCASTING, July 1]. Nor are there any developments in the AP's plan of liberalizing its radio policies which can be talked about at this time although on this line, too, satisfactory progress is reported.

Major consideration of AP radio executives is directed towards the formulation of a method whereby AP news may be made available to the nationwide networks under commercial sponsorship, and it is expected such a step will be announced by fall, if not earlier. Another pressing problem is that of supplying to its radio-affiliated members a news service specially processed for radio, which many AP members have requested.

### Commercial Clients

Following is the full list to date of newspapers taking AP commercial radio reports and the radio stations used for their broadcasts [asterisk indicates no newspaper ownership identified with station; all other stations owned in whole or part by newspapers indicated]:

ALABAMA—Birmingham News (WSGN).

CONNECTICUT — Waterbury American (WBRY); Waterbury Republican (WBRY).

FLORIDA—Jacksonville Journal (WJHP); Pensacola News-Journal (WCOA); Ocala: Perry newspapers (WTMC); Panama City News-Herald (WDLP).

ILLINOIS — Aurora Beacon News (WMRO*); Decatur Herald (WSOY); Springfield State Journal (WCBS).

IOWA—Des Moines Register & Tribune (KRNT).

KANSAS — Coffeyville Journal (KGGF); Salina Journal (KSAL).

KENTUCKY — Owensboro Messenger (WOMI); Owensboro Inquirer (WOMI).

MICHIGAN—Sault Ste. Marie Evening News (WSOO).

MINNESOTA—St. Cloud Times (KFAM).

MISSOURI—Poplar Bluff Daily American-Republic (KWOC); St. Louis Post-Dispatch (KSD).

NEW JERSEY — Atlantic City Press (WBAB).

NEW MEXICO—Roswell Record (KGFL*).

NEW YORK—New York Herald-Tribune (WQXR*); Poughkeepsie Evening Star & Enterprise (WKIP); Poughkeepsie Eagle-News (WKIP); Niagara Falls Gazette (WHLD); New York Daily News (WNEW).

NORTH DAKOTA — Bismarck Tribune (KFYR*).

OHIO—Columbus State Journal (WBNS); Cincinnati Times-Star (WKRC); Cincinnati Enquirer (WKRC*).

OREGON — Roseburg News-Review (KRNR).

SOUTH CAROLINA—Charleston News & Courier (WTMA).

TEXAS—Houston Post (KPRC); Pampa News (KPDN); Vernon Daily Record (KVWC).

VERMONT — Burlington Daily News (WCAX).

VIRGINIA—Newport News Press (WGH); Newport News Times-Herald (WGH).

WEST VIRGINIA—Bluefield Sunset News (WHIS); Huntington Advertiser (WSAZ).

WISCONSIN — Milwaukee Journal (WTMJ).

ALASKA—Fairbanks News-Miner (KFAR).

METROPOLITAN LIFE INSURANCE Co., New York, has renewed for 13 weeks its schedule of 12-weekly one-minute announcements on WLS, Chicago. Young & Rubicam, New York, is the agency.

# LIVING TRADEMARK FOR WINE

## 'I Go Queeck Get My Citizen Papers' Becomes Symbol for Chateau Martin Line

ORIGINATED on the radio to give the public real entertainment instead of merely using the spot announcements as a dramatized commercial, Gaston, with his increasingly popular phrase "I go queeck get my citizen papers" has become the living trademark for Chateau Martin wines, which have been promoted through spot announcements by Eastern Wine Corp., New York, since 1937.

More than half of the company's one-minute spots used on stations throughout the country are taken up with the antics of Gaston, a "vaudevillian" Frenchman who is continually finding delight in American ways, customs, and of course, American wines. With a marked French accent and in broken English, Gaston tells listeners how intriguing are American ways, ending with, "America—she have everything—I go queeck get my citizen papers." The basic sales idea is that Gaston, as a Frenchman, values Chateau Martin, an American wine, over the wines of his own country.

According to H. C. Morris & Co., New York, the agency handling the account, the expression has become so popular that it is used extensively by grownups as well as children instead of saying "Good-bye", the word-of-mouth promotion increasing sales accordingly.

A personal note has been injected into the announcements lately with the appearance of "Gaston" at various public events in New York City. Dressed meticulously in frock coat and topper, his mustache waxed to a point and a carefully groomed goatee, Gaston carries a portable radio about with him, which is always tuned to one of the New York stations carrying the Chateau Martin announcements. The part of "Gaston" is played by various actors according to the type of situation in which Gaston finds himself, while Ray Winters and Jackson Beck are his spokesmen on the spot announcements.

# SITE AND SOUND

## KSFO Blends Movie, Radio Program Ideas

KSFO, San Francisco, has evolved a successful radio production technique for its weekly *Your California* series by combining the movies' plan of "location shooting" with transcription of each "take". At the end of the program's first 13 weeks on July 1, KSFO Manager Lincoln Dellar announced continuation of the feature, using the same production plan evolved by Robert W. Dumm, KSFO special events director, and Tro Harper, producer-writer.

Using a special events car carrying portable transcription equipment, the crew each week visits whatever distant spots are covered in the script plan—a forest, dam, factory or any point of interest in the State—and transcribes commentaries on the spot. Back in the studios the pickups are edited and put together into a 29½-minute continuity, with commentaries giving the illusion of switches for pickups from one end of the State to the other. The actual sound of a sawmill or a geyser is thus heard on the series, rather than a studio sound effect—and at a fraction of the cost of direct-wire pickups. The sustaining feature has become a big fan mail draw on the station. The crew handling pickups, in addition to Dumm and Harper, includes Engineers Al Towne and Allan Kees.

### Sweetheart Spots

MANHATTAN SOAP Co., New York, which sponsors Mrs. Eleanor Roosevelt on 46 NBC-Red stations, Tuesdays and Thursdays, 1:15-1:30 p. m., is discontinuing the series after the broadcast of July 25, and plans to start a spot campaign in the interests of Sweetheart soap about the end of August. No further details have been arranged, according to Franklin Bruck Adv. Agency, New York, agency in charge.

**STATION** and star were enthusiastic over the results of the recent personal appearance of Charlotte Manson, feminine lead of *Society Girl*, CBS serial sponsored by Corn Products Sales Co., in Columbus. Miss Manson was guest at a host of parties and participated in several broadcasts on WBNS, CBS outlet in Columbus. Here she chats with R. A. Borel, manager of WBNS.

### Wons for Hall Bros.

HALL BROS. PRINTING Co., Kansas City (greeting cards), on Oct. 13 will start a 26-week schedule of thrice-weekly quarter-hour programs featuring Tony Wons on 22 NBC-Red and Blue stations. Programs will be heard Tuesdays, Thursdays and Sundays with time not as yet set. Same sponsor tested Wons for 26 weeks on WMAQ ending some months ago. In addition to Wons, Irma Glen, organist, will be heard on two shows weekly with Shirley Sadler, singer, being included on Sunday programs. Henri, Hurst & McDonald, Chicago, handles the account.

### Cream of Wheat Spots

CREAM OF WHEAT Corp., Minneapolis, has started a 13-week schedule of thrice-weekly quarter-hour shows on WBZ-WBZA, Boston, and WHK, Cleveland. BBDO, Minneapolis, handles the account.

# New Hot Springs Station, KWFC, Now on the Air

HEADED by Howard A. Shuman, partner of Clyde E. Wilson, local furniture dealer, in the ownership of Hot Springs Broadcasting Co., the new KWFC, Hot Springs, Ark., authorized for construction a year ago this month, is now in fulltime operation, according to Mr. Shuman. The station occupies modern new offices and three studios located in the new Malmo Music Hall, big local theater. It is equipped with a Western Electric transmitter and 200-foot Blaw-Knox tower.

Mr. Shuman is former commercial manager of KTHS, Hot Springs, and at one time owned part of WHBB, Selma, Ala., in company with S. A. Cisler, now manager of WGRC, New Albany, Ind. He announced his staff as follows: Frank Rough, formerly of KBIX, Muskogee, Okla., commercial manager; Jack Wolver, formerly of KTHS, Shreveport, and KCMO, Kansas City, program director; Ward Hatcher, in charge of dramatics and continuity; Chester Doll, formerly of KPFA, Helena, Mont., chief engineer; Wayne Chitwood, formerly with KTHS, engineer; Bill McCrory, engineer; Charles Greenley, formerly of KWLC, Decorah, Ia., engineer. Staff band is headed by George Costello, formerly with WLS and WIND, Chicago.

# Letter Contest Winners In Opera Drive Selected

WINNERS in the letter-writing contest conducted by NBC last winter in connection with the radio drive for funds for the Metropolitan Opera Assn. were announced June 30 during the evening concert program on NBC-Blue. More than 15,000 entries were received, most of them containing contributions to the fund, along with the letters on "What the Metropolitan Opera Broadcasts Mean to Me" [BROADCASTING, Feb. 15].

Each winner has a choice of a trip to New York as the guest of NBC and the Opera for the opening night of the 1940-41 season, or a pair of season tickets. Winning contestants are Mrs. Elizabeth W. Robbins, Lewiston, Me.; Elizabeth Chilcote, Cleveland; Mrs. Charles Kassel, Fort Worth; Elinor Eaton, Chicago; R. V. Winchell, Spokane, and Lawrence Wilton, Mt. Brydges, Ontario.

### Mennen to Resume

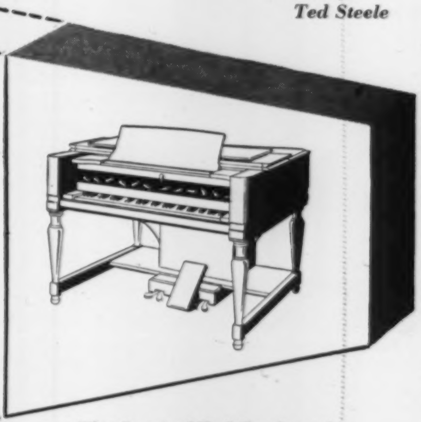
MENNEN Co., Newark, which discontinued Col. Stoopnagle's *Quixie Doodle Contest* program on MBS April 12, is resuming the program this fall on 52 CBS stations, Sundays, 5:30-6 p.m., starting Sept. 29. Studio audience participants answer questions varying in value on the program, with a total of $100 given away each week. If the contestant answers correctly, he gets the money; if not, the person sending in the question receives it. Another $25 is awarded for the best "daffynition" submitted and $5 for the five best questions sent in. Also to promote its shaving products, Mennen on July 15 is starting Bob Garred on the CBS Pacific network, thrice weekly at 7:30 p.m. Both programs will be used to introduce for the Christmas season two Mennen gift boxes for men, retailing at $1.25 and $2.25. Agency is H. M. Kiesewetter Adv. Agency, New York.

Ted Steele, and his "Nellie, the Novachord"! Only 22, and probably the most phenomenally successful young man in music for radio, Steele has built his meteoric career entirely on the Novachord, its news value and musical resourcefulness.

"During the past 100 years, quite a few new instruments have taken their places in the world of music ... most of which have added greatly to orchestration and the development of new trends in music. But it is my humble belief that the Novachord, in the short space of a year, has proved to be the greatest musical development of all time, both for professional application, and for the advance of music appreciation in the home.

Public curiosity and interest is so evident that I have a short demonstration after my audience shows ... and radio fans write that they are amazed at the richness of tone and versatility of this 'instrument of tomorrow'. The only name I can aptly give to this unique development is 'Third Dimension Music'."

Sincerely,
*Ted Steele*



**The Story of Ted Steele and his "Nellie, the Novachord"**

When NBC last August was seeking an outstanding player for their new Novachord, their surprising discovery was that one of the very best was young Ted Steele, in their own Sales Department. So Ted played the Novachord for NBC until a CBS director heard him and engaged him as musical director for the show, "Society Girl."

In 1938 Ted accepted a page boy's job, in order to get into NBC. After 10 days he was promoted to the Music Rights department, and in January 1939 joined the Electrical Transcription department as a writer. Was made a director in March—in June was promoted to the Sales Department, and the rest is unbelievable history.

At 22, Ted now has 14 commercial broadcasts a week, television shows, records three transcribed programs, and his commercial records are soon to be released.

# Use the Music of Radio Success!

**Let the Hammond Novachord . . . the newest, most versatile of musical instruments . . . start *earning for you!***

You can use the Hammond Novachord—immediately and profitably—on *your* radio programs. For it will give you the newest appeal in music ... more different kinds of music ... for more broadcasting purposes than any other musical instrument you can buy.

And you'll find the Novachord paying its way—right from the start! It will open up new program-building opportunities ... give your radio presentations a new popularity ... and invite your artists to a new realm of music—a vast new scope of expression—never before possible.

See ... hear ... play the Novachord. See how its amazingly rich tones are produced electrically—to give you an instrument of long life without expensive upkeep ... to simplify many musical problems for you.

Visit your nearest Hammond dealer now. Or write to Hammond Instrument Co., 2989 N. Western Avenue, Chicago. In Canada: Northern Electric Co., Ltd., Montreal.

HAMMOND ORGAN STUDIOS
*New York*—50 West 57th Street · *Los Angeles*—3328 Wilshire Boulevard

*You play the single keyboard of the Novachord as you would a piano. You produce beautiful, piano-like tones. Then, turning the Tone Selectors, you bring in musical effects of violin, French horn, 'cello, guitar — and dozens of others!*

***See . . . Hear . . . Play***

*The NEW Idea in music—by the Makers of the Hammond Organ!*

THE HAMMOND
Novachord

at the Hammond Organ Studios, in the HAMMOND BLDG., 50 W. 57th St., New York

### Met Pre-Auditions

FOR THE first time in its sponsorship of *Metropolitan Auditions of the Air* program, Sherwin-Williams Paint Co., Cleveland, is planning a series of special preliminary auditions for aspiring opera stars in six cities outside of New York. If the plan goes through, the auditions would be the first ever held outside New York and not on the program itself. Wilfred Pelletier, conductor of the program, would audition local talent in Boston, Cleveland, Baltimore, Philadelphia, Detroit and St. Louis, local winners to appear on regular programs this winter for consideration in the finals next spring. Program returns to NBC-Red Oct. 20. Agency is Warwick & Legler, New York.

### Test for Build-Up

WM. RICE PRODUCTS Co., Chicago (Build-Up, grapefruit drink), on June 24 started a 13-week campaign of 12 daytime station-break announcements weekly on WGN, and six-weekly on WCFL. Additional stations may be added in the future. Account executive is Jerome Kalom of Frankel-Rose Co., Chicago, agency handling the account.

## *Newfoundland Pact Aids WGAN, WABI As Havana Treaty Gathers Dust at FCC*

WGAN, Portland, Me., and WABI, Bangor, Me., stand to procure fulltime regional facilities as a result of an exchange of notes between the United States and Newfoundland, affecting frequency assignments under the Havana Treaty, not yet in force, it was learned authoritatively July 12.

Newfoundland, it was reported, sought assignment on the 640 kc., clear channel of KFI, Los Angeles, but used daytime by WGAN. It offered to relinquish priority on 560 kc., which under the Havana Treaty along with 640 kc., would be available to Newfoundland.

**Shift in Assignments**

With the telegram exchange between Newfoundland and the United States, handled through the State Department, the FCC initiated action whereby 640 kc. could be cleared for Newfoundland and at the same time set in motion procedures under which the Portland and Bangor stations would be in line to procure fulltime regional assignments.

As a result of these activities, unprecedented so far as known in regulatory procedures, WGAN at the Commission's suggestion, has applied for fulltime on 560 kc. with 5,000 watts, and FCC Chairman James Lawrence Fly has indicated that the application will be granted.

WABI, now operating on 1200 kc. with 250 watts as a local, has pending an application for regional assignment on 560 kc. It is reported the FCC has suggested to WABI that it drop this application to accommodate WGAN and apply for a regional frequency which would meet engineering requirements. In this connection, conversation has centered around assignment of the Bangor station to 970 kc., on which KJR, Seattle, and WCFL, Chicago, are the dominant fulltime stations, each using 5,000 watts. In each instance it is presumed directional antennas would be involved.

Under the terms of the Havana Treaty, 560 kc., a regional in this country, could be used in Newfoundland with maximum power of 10,000 watts while 640 kc., under the treaty, would be assigned to Newfoundland but with no specification on power and with no requirements as to directional antenna.

It was stated at the FCC that this exchange of notes would in no way affect fundamental engineering aspects of the Havana Treaty. The broadcast reallocation affecting the entire Continent provided under the treaty, is still held in abeyance by the FCC with the observation by Chairman Fly that it will be handled "in due course".

Publishers Syndicate

*"The Announcer Said He Was Safe!"*

### 'Good News' Resumes Sept. 5

GENERAL FOODS Corp., New York (Maxwell House coffee), following the July 25 broadcast, discontinues *Good News of 1940* on 82 NBC-Red stations for five weeks, as a summer layoff, resuming Sept. 5, Thursdays, 9-9:30 p. m. (EDST), with West Coast repeat, 8-8:30 p. m. (PST). Fall series will continue to feature Fanny Brice and Hanley Stafford in the Baby Snooks skit; with Dick Powell as m.c. and Mary Martin vocalist. Meredith Willson's orchestra and the Max Terr chorus have also been renewed for the fall series, along with Warren Hull, announcer, and Phil Rapp, writer. There will be no change in format, according to Donald Cope, Hollywood manager of Benton & Bowles Inc., and producer of the series. Dave Elton continues as NBC production contact.

### Second-Run Radio Shows

SECOND-run radio shows, patterned after the policy of film theatres, are advocated by Wilt Gunzendorfer, manager of KSRO, Santa Rosa, Cal. His plan is to transcribe network programs and then rebroadcast them later in the week, under same sponsorship, but on small independent stations in outlying districts. He advocates a circuit of second-run spots radiating from metropolitan centers. In discussing the proposed project with West Coast agency time buyers, he pointed out as example that on Sunday night a heavy percentage of the listening audience is lost to sponsors in the rural districts, because those people are ardent church goers. A repeat broadcast, later in the week in those areas, would bring satisfactory results and "pay off" to the sponsor. Gunzendorfer said the idea has been tested on KSRO, with the sponsor well pleased with results.

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ALL ATTENDANCE records for *WLS Home Talent* shows—amateur programs patterned after the *WLS National Barn Dance*—were broken June 29-30 when 7,500 turned out for the two-night performance at Ladd, Ill., a town with a population of only 1,318. *Home Talent* shows are sponsored by local organizations with *Prairie Farmer* - WLS Community Service Inc., a non-profit corporation, co-operating in their staging.

*Something* **NEW!**

**on the Blue**

**WJHP**

**JACKSONVILLE, FLORIDA**

**250 WATTS — 1290 K. C.**

**ON THE AIR**
**JULY**
**15th**

★ 24-hour Associated Press News Service . . . 18 newscasts per day.

★ Only Jacksonville station with affiliated newspaper . . . shows and artists will be publicized daily in the JACKSONVILLE JOURNAL.

★ WJHP's 1290 Kilocycles is a regional frequency (giving better coverage)—and is located on the dial between the other two Jacksonville stations.

NBC BLUE
WJHP
JACKSONVILLE
FLORIDA

**H. G. WELLS, JR., *General Manager***
**Represented nationally by JOHN H. PERRY ASSOCIATES**
**WM. K. DORMAN, *Manager*, 225 West 39th St., NEW YORK CITY**
**CHICAGO — DETROIT — ATLANTA — PHILADELPHIA**

# WHAT A BUY!

## and that goes for the August 1 NAB Convention Issue, too!

**BROADCASTING**
**BLANKETS**
**TIME-BUYERS!**

Order space today • advertising forms close July 23 • regular rates apply

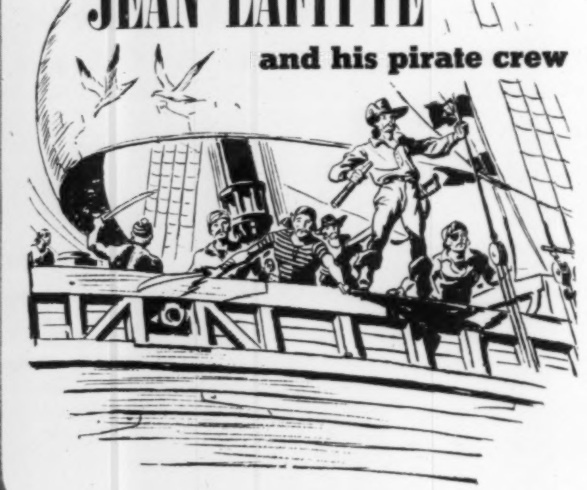
When you think of

NEW ORLEANS

you think of:

JEAN LAFITTE

and his pirate crew



and

WWL
NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

## BOMBPROOF MIKES
### Underground Shelters Ready For British Series

FROM bombproof shelters deep in the earth "somewhere in England" official British spokesmen will continue their nightly shortwave talks to America on the *Britain Speaks* series, even if the threatened invasion of the British Isles should begin, the British Broadcasting Corp. announced July 3. Taking all possible precautions to insure continued operation, it is reported that anti-aircraft crews, supported by machine gun squads, guard the underground microphone locations.

Designed to be soundproof, the war-time "studios" are protected by thick layers of reinforced concrete, reputedly capable of withstanding the heaviest bombs. The overhead artillery can go into action without disturbing the speaker or engineers beneath, according to BBC. Discussing the "modern catacombs of broadcasting", Novelist J. B. Priestley, in a recent *Britain Speaks* appearance, said he and his fellow broadcasters in the BBC overseas service had come to take these conditions for granted. "There are different types of accommodations for speakers, according to the conditions prevailing at the time," he explained. "But even if Cabinet ministers and members of Parliament have to put up with inconvenience, the voice of Britain still will be heard. Sometimes an air-raid warning sounds just as a scheduled broadcast to America is about to begin. Studios are chosen accordingly."

## *KRRV TO DEDICATE REGIONAL FACILITY*

SERVING the Sherman-Denison (Tex.) area with a transmitter located mid-way between the two cities, KRRV has begun operation on its new 880 kc. regional assignment with 1,000 watts fulltime. Now undergoing program tests on its new facilities, KRRV will formally dedicate the regional station July 30.

KRRV has been operating as a local with studios in Sherman and Denison since October 1936 on 1310 kc. with 250 watts local sunset. A new Western Electric 1,000 watt transmitter has been installed in a modern white brick transmitter house about two miles north of Sherman, between the two cities. The formal dedication will be featured by a "Staying Up and Stepping Out" party at Sherman's new Municipal Auditorium.

G. H. Wilcox is president of Red River Valley Broadcasting Corp., station licensee. T. B. Lanford is vice-president and J. Newell Johnston, secretary-treasurer. L. L. Hendrick is manager and Orvin Franklin has been named program director. Frank Keegan, formerly of KGKO, Fort Worth, has been named manager of the Denison studio. T. E. Spellman, chief engineer, supervised the new construction. KRRV is affiliated with MBS and Texas State Network.

WBZ, Boston, on July 10 delivered carnation and gardenia boutonnieres to 300 timebuyers in Boston, Chicago, New York and Philadelphia, each with a card from Frank R. Bowes, WBZ-WBZA sales manager, announcing July 27 as the opening date of WBZ's new 50 kw. transmitter.

## Los Angeles Bar Group Opposes Sponsorship of Proceedings in Courts

LOS ANGELES Bar Assn., by resolution, has opposed participation by judges in commercial radio broadcasts. This was revealed in early July when it was learned that Los Angeles superior and municipal court judges had received copies of the resolution adopted by trustees of the association.

The resolution asserted that one of the judges was "engaged as an actor", in a weekly broadcast from the stage of a local theatre, "sponsored and maintained by a business concern for the purpose of selling its products and otherwise promoting its business interests". The resolution quoted Canon 25 of the Canons of Judicial Ethics of the American Bar Assn. with respect to the conduct of every judge.

It further requested "the judge in question to cease forthwith 'using the influence of his name to promote the business interests of others', either by discontinuing entirely his participation in said radio program, or by causing the sponsor, the announcers, the advertising agency, and all others in charge of said program to refrain from using his name or the name and title of his judicial office, entirely or indirectly, in any way or manner."

Although names were not mentioned, it is generally understood that the resolution referred to Municipal Judge Leroy Dawson, who for some months has participated in the weekly *PDQ Quiz Court*, sponsored on KFI, Los Angeles, by Petrol Corp. that city (gasoline), and originated from Paramount Theatre stage in dowtown Los Angeles. The program deals to a large extent with traffic questions, and Judge Dawson, following each broadcast, is reported to donate to charity a check for his services.

## Food Firm's War Clause

GENERAL FOODS Corp., New York, on July 2 renewed Kate Smith's contract on an non-cancellable basis until Jan. 1, 1943, for her CBS programs, the Friday evening variety hour and her five times weekly daytime series. The new contract, which provides for suspension in case the United States goes to war, supersedes her present one, scheduled to expire Jan. 1, 1942. The variety hour is off CBS for the summer to return in September, while the noonday series is presented from Miss Smith's summer home at Lake Placid. Young & Rubicam, New York, handles the account.

## Union Oil Change

UNION OIL Co., Los Angeles, sponsoring *Streamlined Opera* on 12 NBC-Pacific Red stations, Monday, 7:30-8 p. m. (PST), has replaced the series with a new type of program titled *Where & When*. New series features Mahlon Merrick's orchestra and chorus, with guest singers, in popular music of the past. Knox Manning is narrator, with Joe Parker, announcer. Bill Lawrence is agency producer, with Lord & Thomas, Los Angeles, servicing the account.

NEW subscribers to International News Service are WLLH, Lowell, Mass., WFTM, Mt. Myers, Fla., and WFBC, Greenville, S. C.

### Philco Campaign

PHILCO DISTRIBUTORS Inc., of Pennsylvania, Philadelphia (radio), has started a live spot announcement campaign on six stations in Southern New Jersey and the Philadelphia area, covering refrigerators as well as radios. Six station breaks weekly are used on WCAU, five on KYW, and 13 daily on WDAS, with spots in packages of 100 or more on WIP, WFIL and WCAM, Camden, N. J. The campaign will be carried on indefinitely, using an undetermined number of spots. Agency is Julian G. Pollock Co., Philadelphia.

### Wrigley Spots

WM. WRIGLEY JR. Co., Chicago, on July 11 started a 52-week campaign of daily one-minute transcribed announcements on 15 stations in the New York City area for Spearmint gum. A total of 600 announcements weekly are being used. Stations being used are WBNX WEVD WHN WINS WMCA WNEW WWRL WOV, New York; WARD WLTH WBBC WVFW, Brooklyn; WAAT and WHAM, Jersey City; WHBI, Newark. Vanderbie & Rubins, Chicago, handles the account.

### Gulf Option Extended

GULF OIL Co., Pittsburgh, has had its option on next season's *Screen Actors Guild* program extended to July 15, according to Young & Rubicam, New York, the agency. Heard last year on CBS, the programs bring in $10,000 weekly for the Guild, which plans to build a home for aged performers.

**OUTPOST** of American radio is KTOH, located at Lihue on the island of Kauai, one of the Hawaiian group. The station took the air in May. Staff members are A. A. Albayalde, director of Filipino programs; Chitoko Isonaga, continuity writer, Japanese programs; Pedro Sampayane, continuity writer, Filipino programs; Deane Stewart, station manager; Lorraine Fountain, director of women's programs; Charles J. Fern. general manager; Clarence Ashman, production manager; Barney van Wagner, sports announcer; Robert Glenn, chief engineer; Leonora Curammeng, Filipino announcer; C. J. Fern, Jr., DX programs; Schoichi Hamura, who serves as the station's director of Japanese programs.

## *PROGRAMS OF BBC IN HEAVY DEMAND*

CURRENT interest in British news programs on the war has led to arrangements with 34 stations in this country which are carrying regular British Broadcasting Corp. news programs, aside from those carried from time to time by MBS, according to Gerald Cock, U. S. representative of BBC in New York.

Stations in increasing numbers are seeking permission from BBC to rebroadcast programs, Mr. Cock stated. Permission is procured through signing of a temporary agreement by the station provided by the New York office of BBC at 620 Fifth Ave. The agreement limits broadcasting privileges to news and talks made by leading British broadcasters and it is stipulated that such relays shall not be directly associated with advertisements or sponsorship in any form.

It is understood also, according to Mr. Cock, that in normal times all rebroadcasts of BBC programs are arranged under an agreement with BBC and the major networks in this country. The agreements with individual stations consequently are temporary and may be revoked at any time.

PHILCO Radio & Television Corp., which has announced its first public stock issue, announced July 8 that it has purchased an interest in National Union Radio Corp., Newark, tube manufacturers.

## *STEINMANS APPLY FOR WILKES-BARRE*

WITH the Steinman brothers of Lancaster as controlling stockholders, Wilkes-Barre Broadcasting Corp. has been formed and has applied to the FCC for a new 250-watt station on 1210 kc. in Wilkes-Barre, Pa. They seek the facilities of WBAX, cited by the FCC last year for revocation of license because of "circumstances in re management and control of the station".

President of the concern is Andrew J. Sordoni, owner of mill, construction, hotel and telephone interests of Wilkes-Barre, who will hold 14% of the common stock. Vice-president is Clair M. McCollough, general manager of the Steinman-owned Mason-Dixon Group of stations, including WDEL and WILM, Wilmington; WGAL, Lancaster; WORK, York; WKBO, Harrisburg; WAZL, Hazleton; WEST, Easton. I. Z. Buckwalter, business manager of the Steinman-owned *Lancaster New Era* and *Intelligencer-Journal*, is secretary-treasurer.

John F. and J. Hale Steinman, brothers, each own 29% of the common stock of the new company and 24% of the preferred. Owners of 14% of common stock each are Ernest G. Smith, publisher of the *Wilkes-Barre Times-Leader-News*, and L. J. Van Laeys, general manager of the *Wilkes-Barre Record*.

MRS. RUTH DeYOUNG KOHLER, a member of the well-known industrial family of Kohler, Wis., who has been named on Wendell Willkie's presidential campaign committee, is the conductor of a women's news program on WGN, Chicago.

For Quick
**Response**
in the
**DETROIT**
**AREA!**

**Alert showmanship, well planned program features and thoughtful consideration to community service—these are factors that make CKLW talked about *and listened to* by folks that buy! Business in the Greater Detroit area is "on the up" for Fall. Why not put CKLW's 5,000 watts of power and loyal, able-to-buy audience to work on *your* sales problem?**

**CKLW**

**5000 WATTS DAY and NIGHT • CLEAR CHANNEL**
*Representative: Joseph Hershey McGillvra*

**MUTUAL BROADCASTING SYSTEM**

**NOW**
**Is the Time to See a**
**JOHN BLAIR MAN**
for the Pick of Fall and
Winter Spots on WWVA

OR WRITE US DIRECT

Clearance requests already indicate a BIG season for "The Friendly Voice From Out of the Hills of West Virginia"

**WWVA**

**5,000 WATTS** AT WHEELING, WEST VA.
COLUMBIA Station at Eleven-Sixty
on 2,085,666 Radio Dials
JOHN BLAIR CO — National Representatives

# THE ONLY ONE OF ITS KIND

The WCKY Public Service Studio Plane is
**only one of its kind in the entire wor**
It's a miniature broadcasting plant on wheels

Complete in every detail, luxuriously appointed, the huge WCKY Studio Plane attracts tremendous crowds wherever it goes. A modern studio has been installed complete with microphones, control room and the latest technical equipment, including recording apparatus so that electrical transcriptions can be made and played. It has the newest short-wave transmitter aboard, enabling WCKY to make remote broadcasts while the studio is in motion as well as from stationary points.

Among the luxuries are the glass-enclosed observation tower; telephone; shower bath and lavatory

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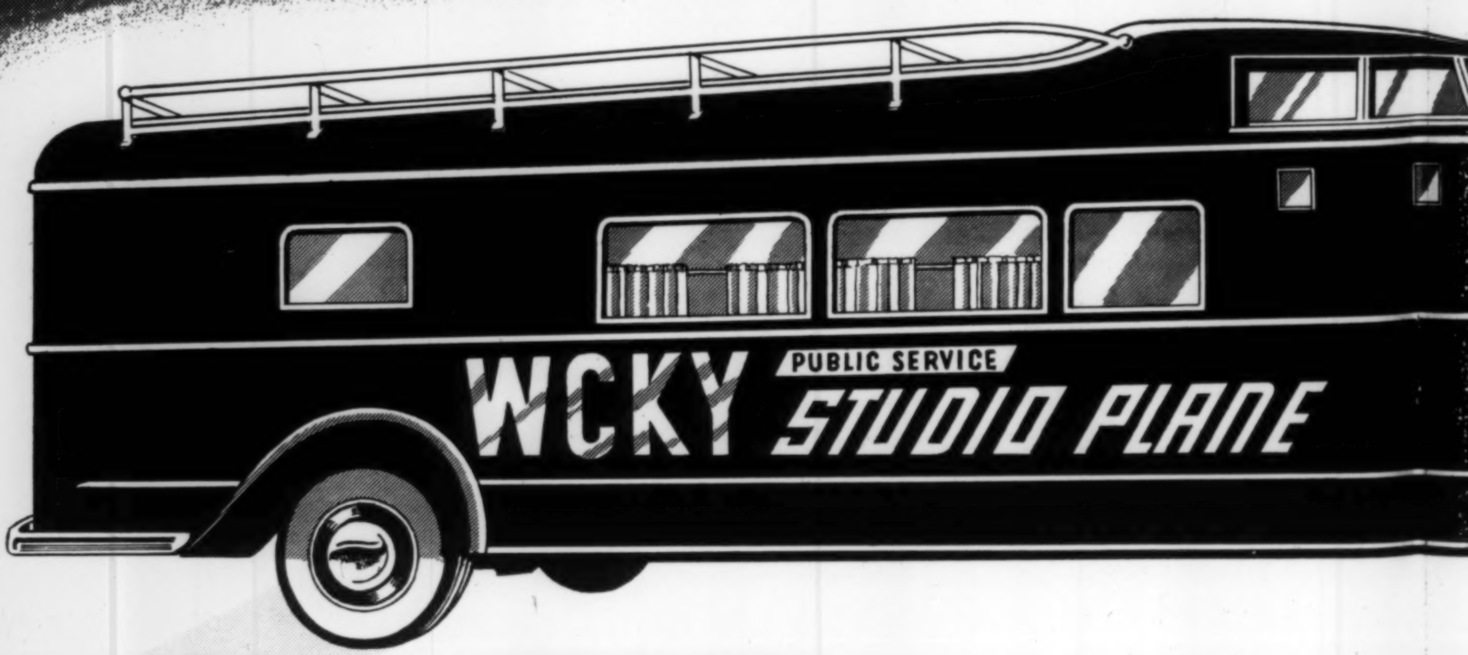

## ANOTHER FIRST IN PUBLIC SERVI

# ND IN THE ENTIRE WORLD !

udio Plane is the
**entire world.**
nt on wheels.
appointed,
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facilities; a stream-lined kitchen complete with refrigerator and stove; Pullman-type berths; deep, comfortable reclining seats for eight guests; complete air-conditioning and heating; window-screens which slide out of sight when not needed—and a comfortable top cruising speed of eighty miles an hour.

The Studio Plane will be seen at county and state fairs; it will appear in smaller cities under auspices of home-town newspapers; it will be inspected and used by school and college students throughout the midwest; it will be used in promotion campaigns
with civic groups and fraternal orders and the
Plane is to meet trains and air-liners on which
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ations in true luxury.

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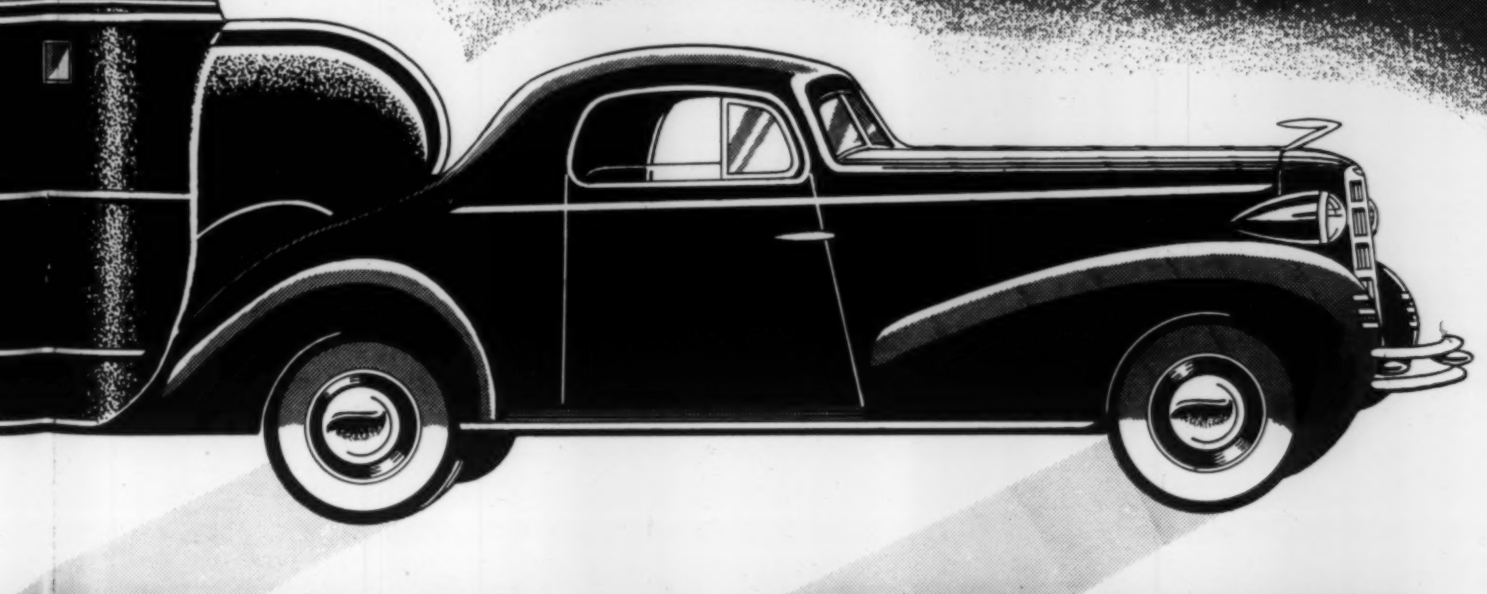

# RVICE FOR THE L.B. WILSON STATION

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*and*
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## Whispering Stuff

COMPETITION is fine so long as it is kept clean. Aggressive business people always contrive means to offset the other fellow's gains, fairly and lawfully. It is only when competition gets dirty that resentment properly sets in.

Such a situation may be developing for radio. There appears to be an incipient whispering campaign against radio advertising, with the war situation as the cause. In recent advertising conventions and in the public prints there has been the suggestion that radio advertisers, present and prospective, should slow down because Uncle Sam might crack down on radio. In devious ways, the inference apparently has been spread that commercial radio may get the ax and that the money spent for time will be lost in one sweep of the governmental pen.

Such insidious stuff can be disastrous. Enough has been printed since the war emergency began to prove beyond doubt its utter falsity. It cannot be said with certainty that competing media are responsible. That would be hitting below the belt. But if the reports continue to spread, an authoritative statement from official quarters should be forthcoming with all speed.

## An Advertising Boom?

THOUGH the pall of Europe's war and the uncertainty of an election period may cloud the business horizon, there are good reasons to believe the business of broadcasting, more than holding its own this summer, will continue to do so and perhaps improve considerably this autumn and winter. In fact, some competent observers profess to see an advertising boom in the offing, basing their observation on reports that many companies are preparing to expand rather than contract their advertising budgets. The reasons given are convincing.

For one thing, the new corporation taxes will mean increased efforts to heighten sales volume and maintain profit levels, not to mention the "cheaper dollar" that can be spent on advertising. The increased personal taxes for the preparedness program may reduce individual purchasing power, but at the same time more people should be employed and more consumers will have to be reached by advertising. This will be true particularly in certain areas which will benefit from armament production, and to these areas may be expected population shifts that will require intensive cultivation.

The loss of export markets is already forcing many manufacturers to concentrate on the domestic market, and that means greater advertising need. A good example is the motion picture industry, whose gigantic European market is practically lost; the result has been a sharp increase in its advertising budgets. Even those industries which must curtail output on account of preparedness activity are not likely to want to lose their public identity, and will necessarily continue some institutional advertising to keep their name before the public.

The *New York Times* reports that, in line with their own decisions to keep prices of products as low as possible, advertisers are urging media to keep their rates from getting "out of hand". Remembering World War I, the *Times* says, these advertisers are insisting they will not repeat the experience of that period, when they were forced to pay for soaring costs of newsprint, paper, printing ink and other material that went into the physical production of media.

## Frisco or Bust

A FORTNIGHT or so hence when the NAB holds its annual convention in San Francisco, problems such as copyright, code, Commission and perhaps confusion will beset the minds of broadcasters. In addition, however, there hovers a more fundamental problem—that of the American broadcasting industry's role under the shadow of Europe's war.

A convention is only as good as the men who convene and their leadership. San Francisco, after having been promised the meeting for half-dozen years, finally made the commitment stick. There have been complaints aplenty from Eastern and Midwest broadcasters about the long haul to the Pacific Coast in these tense times, and a sloughing off of attendance from last year's record high is indicated. This would be unfortunate, because the stakes are big—bigger than ever before. Every NAB member should be on hand to take part in actions that will inevitably affect his business and his future.

It is only natural for owners to think primarily in terms of dollar problems. That's the reason, perhaps, both copyright and code have made such deep impressions in the past. Both are on the agenda in capital letters at the San Francisco convention.

Harsh words are going to be spoken at San Francisco on copyright, and maybe on the code. They should be, for only in that way can there be a meeting of the minds. On the irrepressible copyright issue alone broadcasters may be called upon to pledge several million dollars—good dollars to reclaim for radio its musical independence after all of the plundered dollars that have been paid in tribute to a monopolistic ASCAP. Before those dollars are commited to Broadcast Music Inc., the broadcaster owes it to himself to know how, when and where it will be spent and to reassure himself that it will mean the end of dealing with an arbitrary ASCAP—when 1940 comes.

Meanwhile, practically all of the Eastern Hemisphere burns and repercussions here have already cut deeply into our thinking if not our mode of living. We are arming to the teeth. Though some restraints are being placed upon industry, there comes from every official quarter the assurance of minimum disturbance to the business operations of broadcasting. But to strengthen our own industry defense against possible arbitrary action, and in a way to permit broadcasting to give to our Government the maximum of which it is capable, a meeting of the minds is necessary.

Broadcasters should learn at first hand of the developments on the Washington National Defense front. They should discuss, draft and approve an integrated plan for the broadcasting industry, and volunteer cooperation to the 'nth degree. The industry, totally aside from the Defense Communications Board plan, should have an accredited representative or coordinator working with the major board—the National Defense Commission. All this can be done, possibly, through the impact of a united broadcasting industry meeting under one roof for the common good.

Radio is the swiftest route to 130,000,000 pairs of American ears. In these times our industry is bearing its greatest reponsibility. Station operators have but to acquaint themselves with the problem to work out the answer. Place: San Francisco. Time: Aug. 4-7.

## Well Deserved

HIS HOSTS of friends and associates in and out of the industry will hail with delight the selection of Niles Trammell as president of NBC. Considering ability, experience and personality, the NBC board and its chairman, David Sarnoff, could not have made a better choice. Niles Trammell's career, ever since he left the Army in 1923, has been in radio. He has run the gamut from wireless to broadcasting; he knows every phase of the art and the industry, and he has acquitted himself with distinction in every job he has held in the RCA family. It was a merit promotion, well deserved, and we hope and expect it will be followed by other promotions from the ranks.

Maj. Lenox R. Lohr, retiring president, leaves the post he has occupied for 4½ years with best wishes of all who have had the good fortune to know him and to be associated with him. A man of great intellectual capacity, strong leadership qualities and distinguished military background, he succeeded in knitting together into a smoothly operating and efficient entity the rather loosely organized NBC and during his tenure it grew both in prestige and profits. The new position he assumes as president of the Chicago Museum of Science and Industry is made to order for his particular talents. He is a man of many healthy hobbies, which this particular job will doubtless give him more time to pursue. For the industry we say to him, "Adieu, and the best of all good things to you and yours!"

# We Pay Our Respects To —

JOSEPH JOHN WEED

PERHAPS it was his collegiate participation in Fordham football, tennis and swimming that is responsible for Joe Weed's pioneering of sponsored sports programs in spot broadcasting. That he took his athletics seriously is quickly apparent to anyone who gets a look at the Weed collection of letters, sweaters and medals.

Curiously, Joseph John Weed, as his parents labeled him on that memorable day of April 11, 1901, is one of the few New York radio executives who can boast of New York as a birthplace. His scholastic career through New York schools, Fordham Prep and Fordham U kept him within metropolitan borders most of the time, and he emerged from the university at a time when crystal detectors had not yet been displaced by audio tubes.

Barely had he doffed cap and gown when he reported to the *New York American* merchandising department. This was the beginning of an extended period of service for various Hearst newspapers, invaluable to the young college graduate in the following 16 years from which he was to emerge as a leading station rep.

His initial duties on the *American* were confined to the tasks of a field man. He called upon retail stores — particularly grocers and druggists — collecting marketing data on goods advertised in his paper. This first-hand study of retailers' problems in relation to the advertising of nationally-known products gave him a merchandising insight especially suited for his station rep tasks of later years. His proficiency in this first job was so marked that, after three months, he was made assistant manager of the department.

Fact-finding tasks in the field of merchandising soon gave Joe the yearning to sell. Hence, five months later he was named a salesman on the New York national department staff of the *Chicago Herald-Examiner*. It was during this period that he made his first calls on New York agency space buyers and formed many permanent friendships with men now handling considerable radio time placements.

In 1925 he again switched, but still under the Hearst banner. He joined the staff of W. W. Chew, then New York representative of the three Hearst Pacific Coast papers—the *San Francisco Examiner*, the *Los Angeles Examiner* and the *Seattle Post-Intelligencer*.

He remained with the Chew organization for two years, leaving in 1927 to become sales manager of the Bulle Clock Co., New York. But advertising still held its appeal and in 1929 he joined the Paul Block organization in a sales capacity, remaining with this newspaper rep firm until 1933 when he entered radio. And it was a grand entrance too, for his initial broadcasting assignment was that of New York manager of the newly-formed New England Network, embracing five important stations —WEEI, WTIC, WJAR, WTAG and WCSH. In 1934, his representation for the New England chain was extended to cover the entire country and a Chicago branch office, managed by Joe's brother Neal, was opened. Business was brisk and things were climbing high when, in 1936, the New England Network was disorganized by the leasing of its Boston outlets to CBS.

But Joe had a sales organization operating in New York and Chicago and, retaining the remaining New England stations as individual clients, he organized Weed & Co. which today has a staff of 17 and offices in New York, Chicago, Detroit and San Francisco. A total of 21 stations stretching from Maine to California and from Montana to Florida, are now on the Weed clients' roster. In addition to the U. S. list, the Weed firm represents a coast-to-coast lineup of Canadian stations and Joe Weed is known as an authority on Dominion radio.

Always alert in promoting spot broadcasting, Joe at the same time keeps abreast of all program and technical developments. He is up-to-the-minute on television and frequency modulation developments and long ago saw their commercial possibilities. And recently, he began intensive surveys of the phonograph boom and its relation to broadcasting, his viewpoint being that a broadcaster should try to keep the listener tuned-in to his station as much as possible and discourage the use of the turntable side of combination radio-phonographs by giving to air audiences the same music they are willing to pay for in the way of costly record purchases.

Joe married Ruth Pedersen in 1935 and they live in Larchmont with their three children—Joseph William, 4; Mary Elizabeth, 2, and Cornelius John, who was born last September. He belongs to the New York Athletic Club, the Wykagyl County Club, the Friendly Sons of St. Patrick and the Courtenay Club.

# Personal NOTES

**ALEX ROSENMAN** has been appointed commercial manager of WCAU, Philadelphia, effective July 1, replacing J. S. K. Hamman, who resigned to join the staff of *Advertising & Selling* in New York. Rosenman has been a time salesman at WCAU for the last 15 years. Robert Latcham, formerly assistant commercial manager, moves to the sales staff to fill Rosenman's vacancy, and Joe Van Haute, in the publicity department, becomes assistant to Rosenman.

**GENE WYATT**, formerly with KITE, Kansas City, and a veteran of 10 years in broadcasting, has been named commercial manager of WBEN, Buffalo, succeeding the late Clifford Taylor.

**GEORGE A. (Dick) RICHARDS**, president of WJR, Detroit, and WGAR, Cleveland, returning east recently after 18 months in California, surprised the staffs of the two stations with a 5% bonus, over and above the annual 10% Christmas bonus.

**SWAGAR SHERLEY** and Charles F. Wilson, Washington attorneys on July 1 announced that Henry Byrne Weaver Jr. has become a member of their firm, which will continue the general practice of law under the firm name of Sherley, Wilson & Weaver.

**CLAIR B. HULL**, manager of WDZ, Tuscola, Ill., has been made an honorary member of Future Farmers of America in recognition of his efforts in furthering the principles of youth in agriculture. Award was made on a special program on WDZ.

**HENRY GRENLEY**, formerly of the Bank of America in San Francisco, has joined the commercial staff of WSAV, Savannah, Ga.

**LEON CHURCHON**, account executive at KJBS, San Francisco, recently resigned due to ill health.

**DEANE S. LONG**, program director of the former WSAL, Salisbury, Md., on July 9 resigned from the Mason-Dixon Radio Group, Lancaster, Pa., to become acting manager and program director of the new WBOC, Salisbury, which is now under construction and expects to make its debut in September.

**W. A. REEVES** formerly of WSIX, Nashville, has been named director of the new WHUB, Cookeville, Tenn.

**NICHOLAS PAGLIARA**, former program director of WCHS, Charleston, and the West Virginia Network, has been named general manager and supervisor of sales of WEW, St. Louis University station, which operates commercially under the supervision of Father W. A. Burk, S. J., faculty director. He succeeds A. S. Foster.

**DAVID G. TAFT**, 24-year-old son of Hulbert Taft Sr., publisher of the *Cincinnati Times-Star*, owners of WKRC, Cincinnati, and brother of Hulbert Taft Jr., general manager of the *Times-Star* station, has joined the WKRC sales promotion department. Young Taft recently returned home from a trip to the Orient. He is a graduate of Taft Preparatory School, Watertown, Conn., and Union College, Schenectady.

**PHILIP M. TRAYNOR** has joined the law offices of Andrew W. Bennett, Washington attorney and counsel for National Independent Broadcasters. A graduate of the University of Delaware and of the Law School at the University of Virginia, Mr. Traynor is the son of Capt. F. P. Traynor, U. S. Navy.

**BURT LAMBERT**, of the sales staff of MBS, New York, has resigned to join WNEW, New York. Mr. Lambert formerly was with Hearst Radio and KYW, Philadelphia.

**B. A. McDONALD**, formerly of WFIL, Philadelphia, on July 15 joined the sales staff of KYW, Philadelphia, succeeding Jack deRussy, recently transferred to NBC in New York.

**B. T. WHITMIRE**, manager of WFBC, Greenville, S. C., is vice-president and one-third shareholder in Inter-City Advertising Co., applying to the FCC for a new 250-watt station on 1310 kc. in Charlotte, N. C. President is George W. Dowdy, chain department store manager, and secretary-treasurer is Horton Doughton, hardware and implement dealer, each also owning one-third stock.

## Lindow Stays at WFBM

LESTER W. LINDOW, for the last few months on leave of absence from his post as sales manager of WCAE, Pittsburgh, to assume position of "acting" manager of WFBM, Indianapolis, on July 1 resigned from the Pittsburgh station and became manager of WFBM. Mr. Lindow joined the sales force of WCAE about six years ago following a period of association with the Hearst advertising department in New York. He became WCAE sales manager in 1938.

## Fred L. Rowe

FRED L. ROWE, sales director of WICC, Bridgeport, Conn., died in a local hospital July 6 following an illness of six weeks. He had been with WICC since 1929. He is survived by his mother, daughter, son and three brothers.

**EDWARD R. WEEKS**, 72, of Binghamton, N. Y., president of the National Music Dealers Assn. and head of a big local music store for which he personally conducted a daily program on WNBF as the *Old Stager*, was killed June 30 by a lightning bolt as he stood under an umbrella on the 17th hole of the Binghamton Country Club's golf course.

**FCC APPROVAL** of a book transaction, whereby John C. Clark, president of the Wylie B. Jones Adv. Agency, Binghamton, N. Y., would personally become 100% owner of WNBF, Binghamton, is sought in an application filed July 2. Mr. Clark's agency already owns the corporation licensed to operate WNBF, and he in turn is 99% owner of the agency.

# BEHIND the MIKE

**ED ROBERTS**, formerly announcer of WBBM, Chicago, has been named special announcer for Procter & Gamble shows originating in Chicago He will be heard on both CBS and NBC P&G programs, effective July 15. Bob McKee, formerly of WCAE, Pittsburgh, and NBC, Chicago, succeeds him at WBBM. Late in June McKee married Evelyn Terry, movie actress.

**JOHNNY CARPENTER**, for the last three years with the Associated Oil Co., advertising staff in the Northwest, has rejoined the announcing and production staff of KOIN-KALE, Portland, Ore.

**GUY RUNNION**, formerly of WDAF, Kansas City, has joined WKY, Oklahoma City, as program director. Charles Wiles, new to radio, has joined WKY as assistant to Musical Director Allan Clark. Julie Benell, formerly on the *Stella Dallas* and *Pepper Young's Family* network serials, also has joined the station and is featured on a new participating shoppers' program, *Shop Scout*.

**JEROME REEVES**, publicity director of WBNS, Columbus, recently received the first degree in radio ever issued by Ohio State U, which he attended part-time while working at the station.

**KENNETH HEADY**, announcer of KCMO, Kansas City, on July 20 is to marry Jean Kay, and on July 23 Announcer Charles Bryant and Vira Robinson, of the KCMO continuity department, are to marry.

**NEIL REAGAN**, formerly program manager of WOC, Davenport, Ia., and now KFWB, Hollywood, summer relief announcer, has been signed for a role in the Warner Bros. film, "Tugboat Annie Sails Again." His brother, Ronald Reagan, formerly WHO, Des Moines, announcer, and now a Warner Bros. contract film actor, is featured in the picture.

**HORACE FEYHL**, production chief at WCAU, Philadelphia, is filling in for Stan Lee Broza, program director, who left July 6 for a 30-day trip to New Orleans and the gulf coast.

**HAROLD (Sid) TEAR**, formerly of WOPI, Bristol, Tenn., and WGBR, Goldsboro, N. C., has joined the announcing staff of WHIS, Bluefield, W. Va.

**JOHN GORDON**, formerly of the radio department of Ruthrauff & Ryan, New York, has joined Tom Fizdale Inc., publicity organization, as head of the Chicago office.

**FRED WOOD**, pilot of the all-night *Dawn Patrol* on WIP, Philadelphia, is planning a trip to South America in latter August.

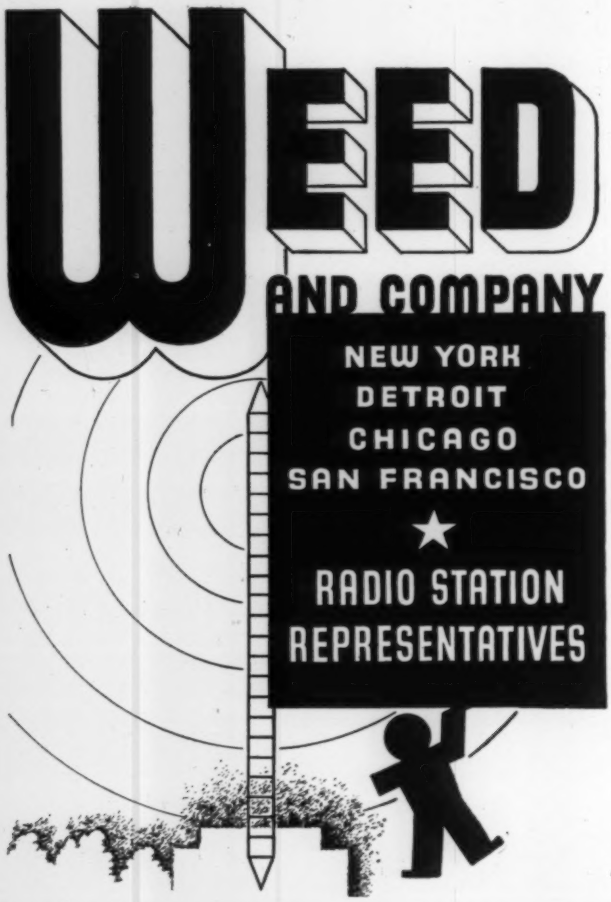
**JERRY GEEHAN**, KMO, Tacoma, Wash., announcer, has been elected president of the Tacoma Young Men's Business Club.

**WAYNE SANDERS**, formerly of WWVA, Wheeling, W. Va., has joined WING, Dayton, O., as production manager.

**MAX KARL**, educational director of WCCO, Minneapolis, has been reelected president of the Macalester College Alumni Assn. for the third successive term.

**MORT LAWRENCE**, Philadelphia free-lancer, has joined the announcing staff of WFIL, Philadelphia.

**REID KILPATRICK**, KHJ, Los Angeles, announcer, has been cast in a similar role in the Warner Bros. film, "City of Conquest", now in production.


WEED AND COMPANY
NEW YORK
DETROIT
CHICAGO
SAN FRANCISCO
★
RADIO STATION REPRESENTATIVES

# Meet the LADIES

**NANCY GREY**

COMMENTATOR of *What's New?* on WTMJ, Milwaukee, Nancy Grey started in the deep depression year of 1932 to build a reputation as "America's most traveled commentator". To keep programs stimulating for women, she goes direct to the world's glamor centers where she interviews important people on fashion, art, music, literature, the theatre. An airline cited her for distinguished service in promoting travel, as have transcontinental railroads. Mrs. Grey recently went to the Far West and Mexico with recording machine, sending back interviews by airplane. Recently she won the annual radio poll of the *Milwaukee Journal* as "favorite woman commentator" for the eighth straight year.

## Don's Beam

KGNC, Amarillo, Tex., has honored Don McNeill, m.c. of the *NBC Breakfast Club*, by naming the huge light atop the station's antenna mast the Don McNeill Beacon. According to reports the beacon was dedicated by "shooting off a shotgun shell loaded with bacon and toast", emblematic of the *Breakfast Club*. The top of the new beacon is the highest point in the Texas Panhandle.

**NICK STEMLER**, who has handled Atlantic Refining Co. baseball broadcasts in the Syracuse area for several years, has joined the sportscasting staff of WOLF, Syracuse.

**LEO TOWNSEND**, Hollywood writer, has been assigned to script the summer series of the CBS *Texaco Star Theatre*, sponsored by Texas Co. (petroleum products). Current summer show, which started July 3, features Frances Langford and Kenny Baker with David Broekman's orchestra.

**ALFRED B. NEWKIRK**, announcer of WICA, Ashtabula, O., in mid-June married Margaret E. Johnson.

**ED ABBOTT**, formerly chief announcer of WCCO, Minneapolis, and more recently on the KSL, Salt Lake City, staff, is now in Hollywood.

**LELAND GILLETTE**, formerly arranger and vocalist with the Four Notes quartet with *Fibber McGee & Molly* and recently with Buddy Rogers' orchestra, has joined the announcing staff of WAAF, Chicago.

**VAN C. NEWKIRK**, program director of Don Lee Broadcasting System, Los Angeles, along with his network duties, has been appointed to teach radio production in the night school division of the Southern California U, that city.

**ELECTA ROBERTSON** has been named traffic manager of WSAV, Savannah, Ga. Roger Skelton, formerly of WAIM, Anderson, S. C., has joined the WSAV announcing and program department.

**HOWARD MARTINEAU** has been added to the announcing staff at KLS, Oakland, Cal.

**DON LOGAN**, of the production staff of KROW, Oakland, Cal., has taken on added duties as publicity director of the station.

**HOWARD HAMILTON**, formerly of WRAL, Raleigh, N. C., has joined the announcing staff of the new WPID, Petersburg, Va.

**KIT CRANE** of Chicago has joined Gellatly Inc., New York, as casting director and assistant to Gene Stafford, program and production manager.

**FRANK FACENDA**, formerly of WCNC, Elizabeth City, N. C., has joined WPID, Petersburg, Va., as production manager, replacing Bub Hibbs, who resigned to conduct a dance band. Hilda Kirby, formerly of WFIL, Philadelphia, has been named continuity director of WPID.

**JANE CRUSINBERRY**, Chicago writer of the NBC *Mary Marlin* series, sponsored by Procter & Gamble, is in Hollywood negotiating a film deal for the program.

**FRANK DUNNE**, formerly of WJRD, Tuscaloosa, Ala., and Robert Colby, of NBC, have joined the announcing staff of WOR, Newark, N. J.

**BOB CRAWFORD**, NBC photographer, connected with the press department of KPO-KGO, San Francisco, and Joyce Wheaton, former actress and commentator on the NBC stations, were married recently in San Francisco.

**EDDIE LYON**, newscaster of KTUL, Tulsa, Okla., late in June married Russene Mingus.

**JACK KELLY**, transcription librarian of WWL, New Orleans, recently married Katherine Chester, of Atlanta.

**WES MIERAS**, formerly CBS Hollywood guide and junior announcer, has joined the announcing staff of KVI, Tacoma, Wash.

**JIM McCANN**, newscaster of WIBG, Glenside, Pa., has started a series of by-lined feature articles for the *South Philadelphia American* and other weekly newspapers, distributed through the Penn-Jersey News Service.

**VERA BLOOD-FLETCHER**, conductor of the *Scripts & Scraps* program on KTHS, Hot Springs, Ark., is in Hollywood gathering new material for the series. She was recently interviewed by Homer Griffith on the *Mid-Morning Jamboree* of KECA, Los Angeles.

**RUTH BROWN**, traffic manager of KFAC, Los Angeles, for several years, has resigned and her duties have been taken over by Lucile Blake, who formerly handled publicity. Edith Reback has been named publicity director.

**DEAN UPSON**, announcer of WSIX, Nashville, has returned to work following an emergency appendectomy.

**JERRY BOWMAN**, news editor of WKBN, Youngstown, on July 25 is to marry Sarah Wilson, of Zanesville, O.

**GEORGE PALMER**, chief announcer of WIBC, Indianapolis, is taking a six-week leave to join the summer stock company at Lake Placid, N. Y. Dick Noble is taking his place.

**MARY JO CARTON**, conductor of the woman's hour of WIBC, Indianapolis, has been named traffic manager, replacing Allen Stidham, who recently was married to Lieut. John Ford, of the Air Corps, Langley Field.

**KING PARK**, formerly assistant promotion manager of the *Des Moines Register & Tribune*, and Grinnell (Iowa) U, on July 8 became promotion manager of WBBM, Chicago, replacing Wayne Grinstead, resigned.

**JOE MIHAL**, former All-Conference tackle from Purdue U, has joined the announcing staff of WJJD, Chicago. His previous radio experience was as sports announcer over the University station, WBAA.

**EDWARD SAMMIS**, in charge of the magazine division of the CBS publicity department, on July 15 joined *Look* Magazine as staff writer in the New York office.

**JOE GRADY**, graduate of La Salle College, Philadelphia, has joined the announcing staff of WHAT, Philadelphia.

**MARJORIE WOOSTER**, formerly a secretary in the New York office of John Blair & Co., is now secretary to Dick Dorrance, manager of the FM Broadcasters office in New York.

**BOBBY BROWN**, Hollywood supervisor for the past several months of the weekly CBS *Melody Ranch* program, sponsored by Wm. Wrigley Jr. Co. (chewing gum), has returned to Chicago, resuming his post as program director of WBBM.

**BOB ROSS**, Hollywood writer, has joined the staff of the CBS *Amos 'n' Andy* program, sponsored by Campbell Soup Co. Besides contributing program ideas, he will also handle publicity and promotion for the series. This is said to be the first time the comedy team has employed outside assistance for their program.

**IEN STEVE ROBERTSON**, announcer of WEBC, Duluth, on June 29 married Angie Dunning.

**JOHN BOYLAN** and James Guilfoyle, Hollywood writers, are in New York to confer with agency executives on a new Western series, *The Fighting Marshal*. The "crime doesn't pay" half-hour dramatizations are based on the life story of 78-year-old Col. Evett D. Nix, first U. S. Marshal of Oklahoma territory, who will be featured as narrator.

**DELL GIBBS**, formerly of WRUF, Gainesville, Fla., has joined the continuity staff of WFAA, Dallas. Awarded the 1940 Nathan Burkan Memorial Contest first prize award of $100 for his paper on "Radio Infringement of the Interpretive Rights of the Musical Artist and the Rights of the Phonograph Record Manufacturer," he holds B.S. and LL.B. degrees from Florida U.

**KARL WEBER**, actor of NBC-Chicago, is the father of a girl, Lynn Scott, born June 29.

**MARJORIE DUHAN**, advertising copy-writer of Charles Scribner's Sons, New York, and previously of MBS, has joined WOR, Newark, as secretary to Mitchell Benson, WOR commercial program manager.

**ROBERT COLBY**, formerly NBC junior announcer, and Frank Dunne, formerly of WJRD, Tuscaloosa, Ala., have joined the announcing staff of WOR, Newark, for the summer.

**FOX CASE**, CBS Pacific Coast public relations director, recently presided over the opening session of the first annual meeting of the Institute of Public Relations held at Southern California U, Los Angeles.

**WENDELL NILES**, Hollywood announcer on the CBS *Al Pearce & Gang* program, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), has been signed by Warner Bros. as narrator for a film short, "Young America Flies".

**R. THOMPSON MABIE**, formerly of KFEQ, St. Joseph, Mo., has joined KABR, Aberdeen, S. D., as production manager.

## Serving Canada

RADIO figures in Canada are taking an active part in the Dominion's war program. Among those on active duty are: Capt. C. W. Gilchrist, CBC regional press director, commanding 3d Fortress Company RCASC; Lieut. Hamilton Z. Palmer, CBC traffic, in artillery; Capt. B. E. Robinson, CBC program, in service corps; Lieut. W. E. S. Briggs, CBC announcer, commanding mine sweeper; Eric McMurtrie and Phillip Booth, CBC operators, in air force and navy, respectively; Chaplain M. C. Davies, CKLW, Windsor, air force; Douglas Aitcheson, CKLW engineer, due to be called shortly as he holds captaincy in non-active militia.

**LARRY GENTILE**, of the CKLW, Windsor, production staff, on June 29 married Betty Sparks, of CKLW's Detroit office.

## Thomas Buying KGFW

FULL ownership of KGFW, Kearney, Neb., is sought by Lloyd C. Thomas in an application for transfer of ownership filed with the FCC July 8. Mr. Thomas, onetime NBC executive in New York and later general manager and part owner of WROK, Rockford, Ill., is now general manager of the Kearney station and owns 268 shares of its stock. He proposes to acquire for $6,500 the remaining 280 shares held by Kenneth Dryden, Edith McKean and Dora Brown. Mr. Thomas also is interested with the *Hastings Tribune* and others in a new local station authorized for that community and is slated to become its manager.

**BLAIR EUBANKS**, sports announcer of WTAR, Norfolk, Va., has started a baseball school for mothers and children. Each Saturday morning mothers and their children are admitted to Bain Field, where Eubanks explains baseball terminology and the Norfolk Tars demonstrate finer points on the diamond.

## North Central Arranges Plan to Acquire KVOX

OFFICERS of the North Central Broadcasting System, regional network of Minnesota, Wisconsin and Dakota stations, have completed a deal for the purchase of KVOX, Moorhead, Minn., from Robert K. Herbst, department store operator. It is understood the station, which operates with 250 watts on 1310 kc., will be sold for $40,000, mostly cash but part to be paid for in time to be used by the Herbst store. Application will shortly be filed with the FCC for approval of the deal.

John W. Boler heads the North Central Broadcasting System, which on June 23 became affiliated with MBS [BROADCASTING, July 1]. His backers are David C. Shepard, St. Paul banker, and Howard S. Johnson, director of the American Hoist & Derrick Co.

**TRUMAN BRADLEY**, Hollywood announcer, has been assigned to the NBC *Woodbury Hollywood Playhouse* series, sponsored by Andrew Jergens Co. (soap). He replaces Lew Crosby.

WHEC

ROCHESTER

BASIC CBS NAT'L REPRESENTATIVES, PAUL H. RAYMER CO.

### Morrell to Return

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food), on Sept. 29 will resume its *Chats About Dogs*, featuring Bob Becker, on the NBC-Red network for 30 weeks. This program, off the air for the summer, was formerly heard Sundays 4:45-5 p. m. New time has not been set but day will remain the same. Henri, Hurst & McDonald, Chicago, is agency.

AUSTRALIAN radio rights to the Peter B. Kyne *Cappy Ricks* stories have been sold to Macquarie Network in a deal by George R. Bentel, Hollywood agent of the author, and Ralph L. Power, American representative of the network. Deal calls for dramatizations of the first *Cappy Ricks* volume, with option on the entire series of stories. Harry W. Mitchell of Los Angeles is doing the radio adaptation.

## USING THE ENEMY'S MUSIC

### Canada Suggests Policy Covering Works by German and Italian Composers

HOW FAR Canadian broadcasters should go in the use of German and Italian music, has been a question posed by broadcasters to the Canadian Broadcasting Corp. In a circular letter on the topic, H. N. Stovin, CBC station relations chief, has outlined that the CBC has formulated a definite policy insofar as its own stations and the CBC network are concerned. The circular states:

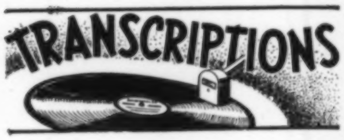
> At the outset, it should be observed that it is impossible to specify any inflexible rule to cover the entire problem. The works of contemporary German and Italian composers or of those whose compositions might be too closely associated in the mind of the listener with either the Italian or German nation should not be broadcast. Italian and German music, for the performance of which rights or royalties must be paid, should naturally not be used, even if obtainable.
>
> Existing censorship directives prohibit spoken-word broadcasts in foreign languages. This directive is not deemed to include the transmission of musical selections, the text of which is in a foreign tongue. It would not appear good policy, however, to use songs in Italian or German, and private stations will not wish to broadcast songs coming in this category.
>
> Insofar as the general problem of German and Italian music is concerned, the CBC has attempted to keep three basic considerations in view—good taste, common sense and the sensitivity of one's audience. There might be some virtue in the practice of discussing your problems in respect to this question with one or two authorities in your community. In every radio audience there are those whose reactions are unusually sensitive and it is important that these listeners should be considered. Care taken to avoid, as far as possible, offence to them would appear desirable. Some compositions, on a musical basis admissible, such as the Strauss Waltz, 'Tales from the Vienna Woods', do not appear suitable for broadcast at the present time because of the provocative titles involved.
>
> Please do not interpret this communication as a directive but rather as a series of suggestions which we have found helpful and hope may be of value to you.

### Australia Notifies Talent

HOLLYWOOD talent agencies have been notified by L. R. MacGregor, member of the Australian Government trade commission in America, that visiting artists booked into Australia for radio, stage or screen, will not be permitted to take any of their earnings out of that country. Talent will be obliged to invest their surplus earnings in the Commonwealth. Earnings from these investments will eventually be sent them in the United States, presumably after the war. The Australian Government, having voted full distatorial powers to itself, now controls all money matters in that country.

### CBS-Brazil Series

TO AID in cementing friendly relations between the United States and Brazil, CBS is presenting a series of four exchange broadcasts with Brazil during July, as arranged by Miss Elizabeth Ann Tucker, CBS director of shortwave programs, and Lourival Fontes, Minister for Propaganda for Brazil. From Rio de Janeiro, June 30, July 7, 14 and 21, the programs feature native Brazilian music, played by the Rio de Janeiro Symphony, and talks in English on Brazil's industries, customs and attractions. CBS' four shortwave programs, July 8, 15, 22 and 29, include American music by the Columbia Broadcasting Symphony, with Louis Lopez Correa, CBS Portuguese expert, describing American activities in Portuguese.



STANDARD RADIO announces the following new and renewal subscribers to its Standard Program Library Service: CKCK, Regina, Sask.; KRBA, Lufkin, Tex.; WGIL, Galesburg, Ill.; WSOO, Sault St.Marie, Mich.; KGHL, Billings, Mont.; WOKO, Albany; WABY, Albany; WKOK, Sunbury, Pa.; KEVR, Seattle; WTMJ, Milwaukee; WMJM, Cordele, Ga.; KMMJ, Grand Island, Neb.; W9XZR, Zenith's FM station, Chicago; WCOU, Lewiston, Me.; KUTA, Salt Lake City; KERN, Bakersfield, Cal.; KOWH, Omaha; WINN, Louisville; WHDL, Olean, N. Y.; KWG, Stockton, Cal.; WTNJ, Trenton; KIRO, Seattle; WHAT, Jersey City.

DECCA RECORDS Inc., has established its own Hollywood recording studios at 5505 Melrose Ave., having taken over the building formerly occupied by Recordings Inc., now out of business. Equipment is custom built and Monroe Wayne, Chicago recording engineer of Decca is in Hollywood cutting a series of discs. Jack Kapp, New York president of the firm, also on the West Cost, is supervising production. Joe Perry continues as Hollywood manager. Milton Kackmil, New York, secretary-treasurer of Decca, was in Hollywood during mid-July to look over the new plant and to confer with Kapp.

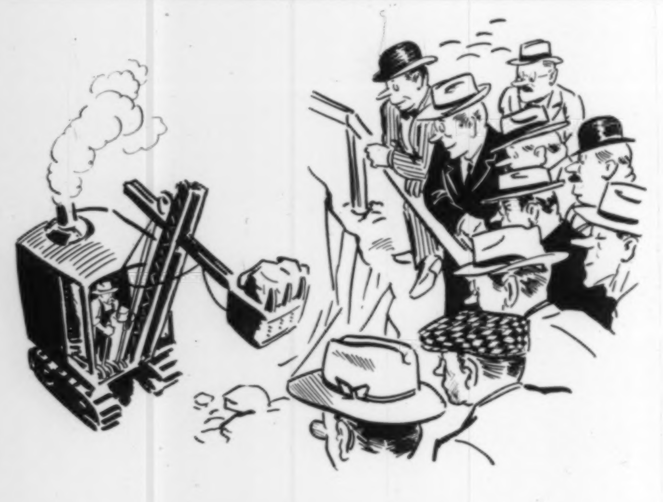
AEROGRAM Corp., Hollywood, has given up its recording studios and will concentrate on program building only, according to G. Curtis Bird, manager. Firm will continue headquarters at 1611 Cosmo St. 20th Century Radio Productions, headed by Archie Josephson, also remains at that address.

C. P. MacGREGOR Co., Hollywood transcription concern, is remodeling its main studio and making other improvements, adding new RCA equipment for orthacoustic recording and reproduction.

AERO-VOICE RECORDING STUDIOS has been formed at 701 Seventh Ave., New York, with modern equipped studios for recording and program producing services, by Edward R. Kayatt, formerly of Audio-Scriptions Inc., New York, and Henry Richman. Telephone is Lackawanna 4-9790.

### Advertising Magic

A CHAPTER on broadcast advertising is included in the new volume, *How to Apply Modern Magic in Advertising*, by E. W. Elmore, public relations director of George Pepperdine Foundation, Los Angeles [$1]. The radio section, briefly treating the general aspects of the field, was written by Howard Ray, of the Howard Ray Adv. Agency, Los Angeles.



**IT NEVER FAILS!**

**Same way—when it comes to drawing a crowd in Roanoke and in the western portion of Virginia, WDBJ is the best little digger you ever saw! On account of we're the *only* station within 50 miles—the *only network* station in Virginia within 150 miles! So we get nearly 95% attention *most of the time* from a listening area that accounts for more than $400,000,000 retail sales per year (CBS and U. S. Statistics). Which means: WDBJ is a "must" to insure complete coverage in and around Roanoke! How'd you like for us to do a little digging for whatever it is *you* have to sell?**

**WDBJ**

**ROANOKE, VIRGINIA**

5000 Watts Day
1000 Watts Night
930 Kc.—CBS Affiliate

***Owned and Operated by the* TIMES - WORLD CORP.**
**FREE & PETERS, INC., National Representatives**

**MORE POWER!**

(1000 Watts)

100 Watt rate until Sept. 1

and a BONUS of SHORT WAVE COVERAGE over CKFX! Reach over 100,000 radio homes by long wave and many more by short wave . . . all at current low rates until September 1st.

Full time, new frequency, 950 Kc.

**CKWX**

VANCOUVER • CANADA
*U. S. Representatives:* WEED & Co.

## Agencies

**MYRON KIRK**, handling new business for Sherman K. Ellis & Co., New York, for the last 14 months, is resigning July 31 but has not revealed future plans. Mr. Kirk was formerly radio director of Ruthrauff & Ryan, New York.

**JOHN P. KANE**, formerly president of his own agency in New York, has dissolved the company to join Cecil & Presbrey, New York, as general executive and manager of the creative department.

**THOMAS FREEBAIRN - SMITH**, CBS Hollywood announcer-producer, will take a leave of absence effective Sept. 1 to assume charge of the radio department of Ruthrauff & Ryan, that city. He will produce the weekly CBS *Big Town* series, sponsored by Lever Bros., when the program is resumed after a summer layoff. Series features Edward G. Robinson and Ona Munson.

**JOSEPH T. AINLEY**, radio director of Aubrey, Moore & Wallace, and prior to that radio director of Leo Burnett Co., Chicago agencies, has opened the J. T. Ainley Co., production firm at 360 N. Michigan Ave., Chicago. Charles Pennman, formerly production manager of the Don Lee Network, is associated with the new firm. Three network shows—*Story of Mary Marlin* NBC Red & Blue; *Stepmother*, CBS; *First Nighter*, which returns to CBS in September—are produced by this organization.

**GEORGE GAGE**, formerly advertising and sales promotion manager of the Sun-Maid Raisin Growers Assn., is to join the San Francisco office of Lord & Thomas Aug. 1, heading the media and market research departments. McCulloch Campbell, who now heads those departments, will become business manager and account executive.

**PAUL V. WILLIAMS**, formerly of Sehl Adv. Agency, Chicago, has joined Stack-Goble Adv. Agency, Chicago, as account executive.

**McKEE & ALBRIGHT**, Philadelphia, has discontinued its Hollywood production office.

**BARNEY McDEVITT**, formerly West Coast publicity director of Music Corp. of America, and Leonard K. Vannerson Jr., have formed the publicity service of McDevitt & Vannerson at 202 S. Hamilton Drive, Beverly Hills, Cal., specializing in radio. John Lawson and Phil Bentley are publicity writers.

**ROBERT J. EVANS**, formerly of Evans & Stults, New York, has joined C. L. Miller Co., New York advertising agency, as art director.

**HILLMAN-SHANE ADV. AGENCY**, Los Angeles, has started a monthly house organ *Repeats*, which is being mailed to a select list.

**JEROME N. GRAY** and Edmund H. Rogers have organized Gray & Rogers, Philadelphia, with offices at 12 S. 12th St.

**WALTER CRAIG**, radio director of Street & Finney, New York, on July 10 flew to Hollywood for a week's business trip.

**HERMAN GROTH** and Lester Ploetz, formerly account executives of the John H. Dunham Co., Chicago agency which retired from business early in July, have joined Aubrey, Moore & Wallace, same city, in similar capacities.

**GEORGE LAFLIN MILLER** has left Wildrick & Miller, New York, to become general accounts director of Doremus & Co., New York office.

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**WEIL**, New Haven, has appointed William C. Rambeau Co. as national representatives.

### Philip Morris on WEAF

PHILIP MORRIS & Co., New York, which has planned a test campaign for Dunhill Major cigarettes using the quiz program *Name Three*, formerly sponsored by the company on MBS, on July 7 started the program for 13 weeks on WEAF, New York, instead of WOR, Newark, as reported in BROADCASTING, July 1. Bob Hawk again is m.c. of the series, which will be heard Sundays, 7-7:30 p. m. until Oct. 6, when General Foods Corp. returns to the NBC-Red network with Jack Benny. Agency for Philip Morris is Biow Co., New York.

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### WFBM Appoints Katz

WFBM, Indianapolis, announces that by mutual agreement it has released Virgil Reiter & Co. from its representative contract with WFBM effective July 1 to enable Mr. Reiter to return to Chicago from New York so that he may devote his entire time to representing in the midwest WCAU, Philadelphia; WMCA, New York, and WIBX, Utica. WFBM also announces the appointment of the Katz Agency as its national representative.

### His Pal, the Lion

WHEN the Goodman Wonder Shows set up in Duluth recently, WEBC through a series of special pickups covered virtually every concession of the carnival. DeAlton Neher, staff announcer, gained notoriety in his own right at the motordrome show when he rode around the perpendicular wall in a small car with a lion for a companion. He tried to keep talking during the episode, gave way to excited shouts in its midst, and finally had to content himself with superlatives of surprise and wonderment in the mike, eventually finishing the ride and signing off the program standing up.

**FRANK HEADLEY**, president of Headley-Reed Co., New York, station representatives, on June 30 became the father of a six-pound baby, Frank Jr.

## AGENCY *Appointments*

**EVANS FUR Co.**, Chicago, consistent user of local radio, to Schwimmer & Scott, Chicago. On July 8 started a 52-week schedule of six-weekly quarter-hour musical clock programs on WMAQ. Also on July 14 started 52-week schedule of quarter-hour Sunday noon time programs on WMAQ featuring Norman Ross.

**ART METAL WORKS**, Newark, to Cecil & Presbrey, New York, for Ronson Lighters. No media plans yet formulated.

**MUDLAVIA SPRINGS Inc.**, Kramer, Ind. (health resort), to Goodkind, Joice & Morgan, Chicago. Radio will be included.

**ZY-VO Corp.**, Philadelphia (food), to Earle A. Buckley Organization, Philadelphia.

**SUPREME BAKING Co.**, Los Angeles (Town Talk bread), to Olian Adv. Co., St. Louis.

**GLO-CO Co.**, Los Angeles (cosmetics), to Brisacher, Davis & Staff, San Francisco.

**BOWES SEALFAST Corp.**, Indianapolis (tire repair), to C. J. Pettinger Co., Indianapolis.

**SWAN-FINCH OIL Corp.**, New York, to Cecil & Presbrey, New York.

"BEEN BUYING 'EM 10 YEARS"
HOFHEIMER'S SHOES
HOFHEIMER'S SHOES
VIRGINIA
ATLANTIC OCEAN
NORFOLK
NORTH CAROLINA
WTAR NORFOLK, VA.

Hofheimer's Inc., fashionable shoe chain company, has used WTAR on a DAILY SCHEDULE for *10 YEARS*—graphic proof that WTAR consistently pays off in sales. This rich Tidewater Virginia market is now a white spot on Nation's Business Map. Payrolls are zooming and other indices skyrocketing—with still another hundred million dollars just appropriated for even more naval activity and shipbuilding. *It's a natural!* Cash in on Virginia's biggest, booming market—put WTAR on your schedules.

National Representatives
EDWARD PETRY and COMPANY

WTAR

Owned and Operated by Norfolk Newspapers, Incorporated

FOLLOWING through on the "open letter" of the Advertising Club of Baltimore, addressed to advertising men of America and urging a nationwide campaign to bolster American confidence and morale, WBAL, Baltimore, sponsored the first of a series of patriotic ads in the July 11 *Baltimore News-Post*. The proposed campaign, which was approved in a letter from the White House, is designed to emphasize the natural resources and productive genius of this country and to combat subversive activities. In being first to sponsor one of the ads, Harold C. Burke, WBAL manager, said: "Advertising has created the American way of living and it is now the solemn duty of advertising to use this potent weapon for preserving that which it has created."

* * *

### For Political Fans

WHN, New York, is sending to advertisers and agencies copies of "Your Government & Mine," booklet containing biographical sketches of the Presidents, election statistics and other material of especial interest during a campaign year, with a list of WHN's news and news commentary broadcasts on the back cover. The booklet is enclosed in a folder showing M-G-M's Leo, the Lion, writing on a blackboard, "Thought you'd like a copy of the enclosed booklet with my compliments."

* * *

### Trailer Teasers

INSTEAD of using the regular courtesy announcement of the arrival of *Singin' Sam* on WABY, Albany, in a series of programs for the local Coca Cola Bottling Co., the station's production department arranged teaser spots by using one chorus of a *Singin' Sam* number from a quarter-hour disc. The song was presented after a brief "and now, a transcribed radio preview". No further identification was given until conclusion of song when the announcer explained Sam would be heard regularly starting July 1.

* * *

### Gotham Slogan

"NEWS of the World Plus a World of Entertainment" is the new slogan WHN, New York, has printed on the car cards promoting the station in 1500 New York, New Haven & Hartford Railroad trains and Fifth Avenue coaches. The red-and-blue card shows a woman's hand twisting a 1010 dial on a map of the world.

* * *

### Dealers Greeted

KYW, Philadelphia, for the opening of the new *Burns & Allen* series, invited 250 dealers of G. A. Hormel & Co., in the Philadelphia area, to come to the studio to hear the company's new show.

# *Merchandising & Promotion*

## American Plug—For Picnic Lovers—Downtown Tent—Tags—Programs for Sale

### Minnesota Milk

PUSHING the State's "Dairy Month" in cooperation with newspapers, 11 Minnesota stations carried gratis quarter-hour shows daily during June. Dairies, farmers and milkwagon drivers' unions participated in the drive. The Milk Foundation of Minnesota featured Amanda Snow in a special series on WTCN, Minneapolis, with recordings of each day's show shipped to 11 other stations—KATE, Albert Lea; KDAL, Duluth; KFAM, St. Cloud; KGDE, Fergus Falls; KROC, Rochester; KVOX, Moorhead; KYSM, Mankato; KWNO, Winona; WHLB, Virginia; WLB, Minneapolis; WMFG, Hibbing. WCCO, KSTP, WDGY, and WMIN, in the Twin Cities, which did not carry the Amanda Snow broadcasts, present commercials lifted from the show. Milk drivers' unions participated in paying recording costs for the 200 discs used. The promotion was handled by McCord Co., Minneapolis agency, under direction of W. E. Thompson, executive secretary of The Milk Foundation.

* * *

### Picnics and Markets

TYING in with the sponsor's summer sandwich campaign, all Taystee Bread commercials are localized by plugging specific picnic spots and local events of interest in individual markets, according to a new summer policy announced by Campbell-Mithun Agency, Minneapolis, which handles the Taystee Bread account. Information is gathered in cooperation with the chambers of commerce and tourist bureaus of 25 different cities where the product is advertised.

* * *

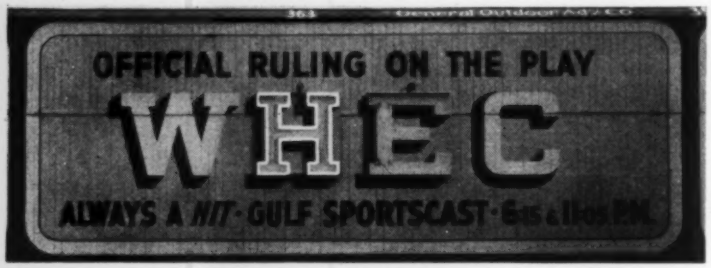
### Esso Reports

WHILE Standard Oil Co. executives recently conventioned at Ocean Forest Hotel in South Carolina, WIS, Columbia, kept them posted on the latest domestic and foreign news by wiring them daily the 6:30 p.m. *Esso Reporter* newscast. The news was posted in the hotel lobby on a large bulletin board supplied by the station.

* * *

### Youngstown Tags

STAFF members of WKBN, Youngstown, O., are sporting novelty promotion license plates on their autos. Closely resembling ordinary license tags, the plates have a white background and black letters—"WKBN" in large letters across the plates, with "CBS" and "570 kc." vertically at either end.


363
OFFICIAL RULING ON THE PLAY
WHEC
ALWAYS A HIT · GULF SPORTSCAST · 6:15 & 11:05 P.M.

**CALL LETTERS** of WHEC, Rochester, displayed on the rightfield fence at Red Wing stadium, serve as a supplemental scoreboard. On questionable plays the official scorer turns on the H for hit and the E for error, the letters being outlined with brilliant neon lighting.

**DURING** the Red Cross fund drive for refugees, WCKY, Cincinnati, set up this Red Cross tent in downtown Fountain Square and offered its service to the campaign committee. By City Council permission the tent was erected and WCKY's publicity department devised a blow-up display of war refugee pictures. Cincinnati Boy Scouts cooperated in erecting the tent and manning the contributions booth, where a Red Cross worker was on duty daily. From the tent WCKY originated 15 quarter-hour daily programs, with speakers including civic officials and business and professional leaders. Carrying the patriotic theme farther, WCKY is distributing 100,000 American Flag lapel buttons, sent free to listeners upon request; opens, closes and intersperses its broadcast day with patriotic music, and displays flags in every office and studio.

### Oklahoma Light

CARRYING out the station's red-and-white color scheme, KOMA, Oklahoma City, has started distributing book matches to listeners and studio visitors.

### BROCHURES

WLOL, Minneapolis—Four-page file-size folder, *WLOL News*, featuring stories and photos of executives, staff and equipment of the new station.

KMOX, St. Louis—Mail-folder reprint of article in *Missouri Grocer* outlining KMOX's cooperation with the St. Louis delegation to the annual National Retail Grocers' Assn. in New York.

KDRO, Sedalia, Mo.—10-page pictorial brochure incorporating coverage and market data with plant and studio description.

WLS, Chicago — File-size folder with insert describing pulling power of summer advertising titled, "Like the Old Swimming Hole—WLS, Too, Is a Summertime Success!"

KDKA, Pittsburgh — Folder "One Time Offer," showing coverage.

WBNS, Columbus, O.—Plastic-bound brochure reprinting letters from local stores giving results of individual listening surveys conducted among their customers by each firm.

KFBI, Wichita, Kan.—Jumbo pictorial folder promoting *Dinner Bell Time* feature.

NAB—NAB Bureau of Advertising brochure covering the light and power industry.

### Sure of His Pay

NOVEL contract is that of Chesebrough Mfg. Co., New York (vaseline products), with Jean Hersholt for continuance of his weekly dramatic program, *Dr. Christian*, on 61 CBS stations, Wed., 8:30-8:55 p. m. (EDST), with repeat, 7:30-7:55 p. m. (PST). Contract, it is reported, protects the actor against any eventuality that may cause suspension of the sponsorship. In event the program is dropped for any reason, including war, the sponsor is contractually obligated to pay Hersholt $10,000 for every 13 weeks period the show is not broadcast, through to expiration date in January, 1942, it is said. Agency is McCann-Erickson, New York.

### Plugs for Programs

WTAG, Worcester, Mass., on July 6 started a 10-week direct-mail campaign covering individual WTAG programs. Each week a printed sheet describes an available program and quotes rates. A file folder carrying out the theme is supplied.

## QUIZ OF KIDDIES

### Adult-Level Queries Used by Alka-Seltzer

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), is broadcasting *Quiz Kids* over NBC-Red as summer substitute for Alec Templeton show. New program which originates in Chicago is heard at new time Friday nights, 9:30-10 p.m. (CDST).

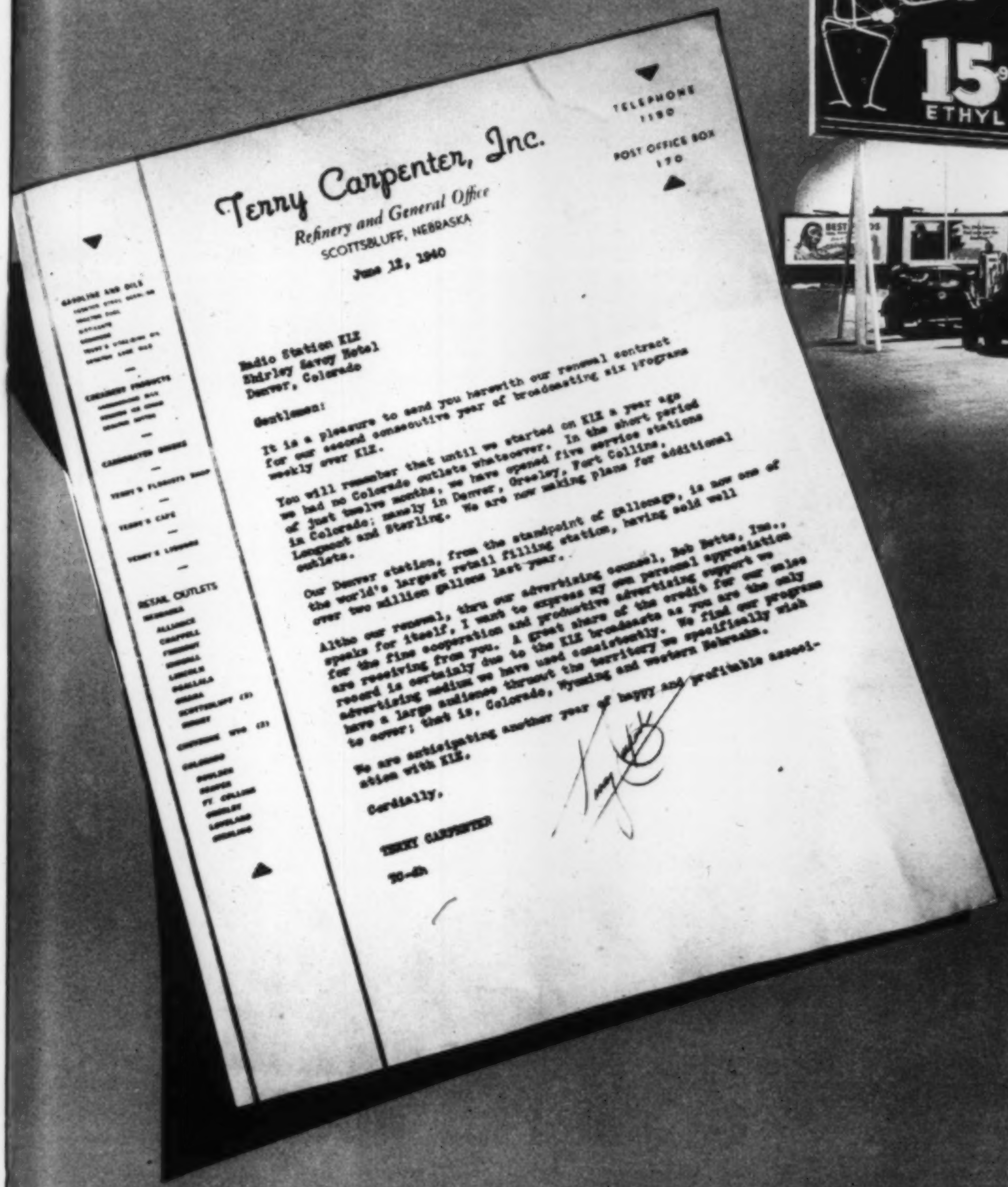
Every week five school children under 16 with high IQ's are quizzed by Joe Kelly, who also doubles as announcer for Alka-Seltzer's *National Barn Dance*. Questions are submitted by listeners. Zenith Universal portable radio sets are awarded each listener whose question is used. Questions are on average adult level. Three winning youngsters each receive $100 U. S. Savings Bond. Other two contestants receive consolation prizes of $50 bonds. Three top juveniles continue on subsequent programs and are eliminated from further shows only if they're not among three winners. It is planned to give youngster who "stays on" the most weeks a grand prize. A prominent educator discusses his or her experiences with participating children on each program.

Sidney L. James, contributing editor of *Time* Magazine, and editorial assistant on *Life*, edits the questions. Fort Pearson, Chicago NBC announcer, handles commercials, while Edward Simmons, of Wade Adv. Agency, Chicago agency handling the account, produces the show. *Kiddies Quiz*, was concocted by Louis G. Cowan Co., Chicago program producing firm, and was sold by James Parks, radio director of General Amusement Corp., Chicago.

More than 8000 questions were received following the first broadcast. The program is an outgrowth of an idea by Louis G. Cowan, head of a Chicago public relations firm bearing the same name and co-owner of the Mu$ico program.

# ☒ WHEN A GUBERNATORIAL CANDIDATE VOTES . . .

TERRIBLE TERRY'S GAS
15¢ ETHYL
14¢ BRONZE
TERRY CARPENTER INC
TERRY



Terry Carpenter, Inc.
Refinery and General Office
SCOTTSBLUFF, NEBRASKA

TELEPHONE
1190

POST OFFICE BOX
170

GASOLINE AND OILS

TERRY'S CAFE

RETAIL OUTLETS

June 12, 1940

Radio Station KLZ
Shirley Savoy Hotel
Denver, Colorado

Gentlemen:

It is a pleasure to send you herewith our renewal contract for our second consecutive year of broadcasting six programs weekly over KLZ.

You will remember that until we started on KLZ a year ago we had no Colorado outlets whatsoever. In the short period of just twelve months, we have opened five service stations in Colorado; namely in Denver, Greeley, Fort Collins, Longmont and Sterling. We are now making plans for additional outlets.

Our Denver station, from the standpoint of gallonage, is now one of the world's largest retail filling station, having sold well over two million gallons last year.

Altho our renewal, thru our advertising counsel, Rob Betts, Inc., speaks for itself, I want to express my own personal appreciation for the fine cooperation and productive advertising support we are receiving from you. A great share of the credit for our sales record is certainly due to the KLZ broadcasts as you are the only advertising medium we have used consistently. We find our programs have a large audience throut the territory we specifically wish to cover; that is, Colorado, Wyoming and western Nebraska.

We are anticipating another year of happy and profitable association with KLZ.

Cordially,

TERRY CARPENTER

TC-dh

**TERRY CARPENTER**

**CANDIDATE FOR GOVERNOR OF NEBRASKA**

● *The same homespun philosophy of friendliness and the same sincere desire to serve that have carried Terry Carpenter to a seat in the United States Congress have aided him in building up in Denver one of the world's largest retail gasoline service stations.*

## he puts his stamp opposite KLZ

● As a former Congressman and currently Democratic candidate for Governor of his home state of Nebraska, Terry Carpenter knows his way around in winning friends and influencing people. It was only natural that when he came to Colorado with Terry's Gasoline and Motor Oil, he turned the job of vote-getting over to KLZ. KLZ showed him the way to build up more than a 2,000,000-gallon volume the first year . . . the way to make an off-the-beaten-path service station one of the world's largest retail gasoline outlets . . . the way to make a lasting impression on Colorado, Wyoming and western Nebraska.

## GEN. MOTORS TOPS ADVERTISING FUNDS

GENERAL MOTORS Corp. leads the field of all American advertisers in a breakdown, "Expenditures of National Advertisers in Newspapers, Magazines, Farm Papers and Chain Radio in 1939", issued by the Bureau of Advertising, American Newspaper Publishers Assn. Procter & Gamble Co., R. J. Reynolds Tobacco Co., Liggett & Myers Tobacco Co. and General Foods Corp., in that order, comprise the remainder of the first five advertisers, ranked by combined expenditures in the four media.

The 114-page volume includes a list of the expenditures in each medium of 1,065 advertisers for 2,851 products, arranged alphabetically by companies, and tables of the 100 leading advertisers in each medium. Figures were compiled by Media Records, using its own linage reports as a basis for newspaper expenditures and basing expenditures in the other media on reports of Publishers' Information Bureau. Study lists all advertisers spending $25,000 or more in any medium. Aggregate total in all four media of the 1,065 advertisers was $345,628,598, of which $81,759,977 went for network radio, $131,768,171 for newspapers, $121,526,350 for magazines and $10,574,100 for farm journals.

After the five already listed, the next 20 leaders, in order, are: Lever Bros. Co., Chrysler Corp., Colgate-Palmolive-Peet Co., Sterling Products, Ford Motor Co., Standard Brands, American Tobacco Co., Campbell Soup Co., Kellogg Co., General Mills, Bristol-Myers Co., Schenley Distillers Corp., National Distillers Products Corp., American Home Products Co., National Dairy Products Corp., General Electric Co., Brown & Williamson Tobacco Corp., Coca-Cola Co., H. J. Heinz Co., Seagram-Distillers Corp. With the exception of the liquor concerns whose advertising is not accepted by the networks, nearly all of these advertisers are also among the leading users of chain radio.

## 'Super-Emotion', Swing, Commercials Draw Fire in Women's Program Survey

RADIO SURVEY Associates, an independent group interested in the betterment of radio programs, with headquarters in New York, on July 10 held a meeting at Deering, N. H., to announce and discuss the recent survey on radio conducted by the group among New Hampshire clubwomen. The meeting was arranged by Mrs. Joseph E. Goodbar, director, Mrs. Clark Williams, associate director, and Mrs. Henry H. Meyer, secretary.

Stating that such independent radio surveys help keep broadcasters informed on public attitude towards programs, Dr. Joseph E. Goodbar, New York attorney, gave a summation of the New Hampshire survey, which received a 70% return. First choice of all programs as well as of musical programs went to symphony and opera broadcasts, the most prominent being the *Ford Sunday Evening Hour* (CBS) and the Metropolitan Opera programs (NBC).

Most popular in the education and public affairs classification were *Lowell Thomas* (NBC); *Information Please* (NBC); various quiz programs and the *Chicago Round Table* (NBC). Cited as best religious programs heard recently were those of Dr. Lorimer of Franklin Street Church, Manchester, Vt., and Dr. Harry Emerson Fosdick of Riverside Church, New York. Leaders in the entertainment field were *Jack Benny, Charlie McCarthy, Julia Sanderson & Frank Crumit,* all on NBC. Two-thirds of the votes for best farm-home type program went to NBC's *Farm & Home Hour.*

### Most Convenient Time

Asked "What hours are most convenient for listening to the radio, 50% selected the evening from 6 p.m. on; 18% said early morning, 7-10; and the smallest percentage voted for late morning, from 9 to noon.

Favorite children's programs were Ireene Wicker's *Stories for Children* (NBC) and the Sunday *Children's Hour* (NBC). According to Dr. Goodbar, "it is significant to note that the only adventure programs receiving votes were *Lone Ranger* (NBC) and *Orphan Annie* (MBS), which indicates that parents are generally not in favor of adventure programs for their children, and those who do favor them prefer adventures that create admiration for personal courage and self-reliance, without too heavy a portion of horror and shivering fear."

In making suggestions to improve radio, the New England women demanded "less time devoted to advertising, less intrusion of advertising material within the body of a program, and less advertising of products of questionable value." They suggested more use of radio in schools, more spelling bees, concert music, and more historical plays and stories, also proposing less jazz and swing and fewer super-emotional programs.

At the luncheon meeting Mrs. Goodbar and Mrs. Williams gave short greeting talks and other speakers were Miss Harriet Seibert, director of religious education at New York's Christ Church, and Miss Marion Dickerman of the Dalton School, New York.

The importance of expression of public opinion on radio matters was emphasized by James Lawrence Fly, FCC chairman, at the Dallas luncheon April 18, arranged by Miss Madeline McBurnett, chairman for Texas of the Radio Survey Associates [BROADCASTING, May 1].

---

WJAG, Norfolk, Neb., July 4 helped rescue three bridge workers buried by tons of earth in a landslide five miles away. A phone call from a neighboring farmer to the station resulted in an appeal being broadcast which led to immediate rescue by other neighbors who hurried to the scene. Nebraska Highway patrolmen also got their word via WJAG.

**NOW!** **WHILE VACATIONISTS ADD $15,000,000 TO SOUTHERN COLORADO'S PURCHASING POWER**

**YOU CAN ADD KVOR TO YOUR CBS LIST**

**at $50 PER HOUR**

*Evenings—Less Earned Discounts*

- Penetration . . . coverage from within the rich Colorado Springs and Southern Colorado market . . . is now available to CBS advertisers using the Mountain Group at the unprecedented low cost of $50 per evening hour less discounts earned. Daytime rates are even lower! For details of this amazing buy, ask CBS or The Katz Agency, Inc.

**KVOR · COLORADO SPRINGS**

**CBS Station for Southern Colorado**

THE OKLAHOMA PUBLISHING CO. ✶ THE OKLAHOMAN AND TIMES
THE FARMER-STOCKMAN ✶ WKY, OKLAHOMA CITY ✶ KLZ, DENVER
*(Affiliated Management)* REPRESENTED BY THE KATZ AGENCY, INC.

**NEW** form of weekly radio listing has been adopted by the *Washington Sunday Star*. Occupying two full pages, including advertising, the sheet folds into a 16-page booklet. Simple folding and cutting instructions are provided. Charging premium rates, the *Star* easily sold out available space. Designer of the listing was Gene Flynn, of Lewis Agency, Washington. It is available to one newspaper in any community, the charge being based on linage.

### Weather Chat

WILLIAM ADAMS, farm reporter for KSFO, San Francisco, and Tom Read, of the U. S. Weather Bureau, have known each other for 20 years. They served in the same outfit in the World War. Now, after two decades, they talk over the telephone each morning before Adams goes on the air—about, of all things, the weather.

### Nitrate Campaign

CHILEAN NITRATES SALES Corp., New York, again this year is planning a series of weekly half-hour transcribed programs featuring *Uncle Natchel* to start late this fall on about 15 or 20 Southern stations. Transcribed by Transamerican Broadcasting & Television Corp., the programs include songs by Uncle Natchel and dramatizations of Southern historical events. No further details on the campaign for natural Chilean nitrate have been decided, according to O'Dea, Sheldon & Canaday, New York, the agency.

### Fair Honors Wallace

TOM WALLACE, executive vice-president of the Russell M. Seeds Co., Chicago agency, known as Uncle Walter on the NBC-Red *Uncle Walter's Doghouse* program sponsored by Brown & Williamson for Sir Walter Raleigh Smoking Tobacco, on July 7 was honored when the New York World's Fair named the day after his program. He appeared at special ceremonies at the Fair.

## INDUSTRY SPEAKERS ON SCHOOL AGENDA

PRACTICAL radio speakers will spotlight the annual Radio Workshop conducted by the Radio Council of the Chicago Board of Education in cooperation with the Chicago Teachers College which opened on July 1 and will continue for six weeks until Aug. 9. Guest speakers include representatives from stations, agencies specializing in radio, heads of radio departments of universities and writers for radio publications. Regular classroom courses are conducted by members of the Radio Council, headed by Harold W. Kent. They include work on surveys, production, continuity writing and speech before a microphone.

Guest speakers from the radio field include: Ken Robinson, continuity editor of NBC, Chicago; Judith Waller, educational director of NBC, Chicago; Al Hollender, publicity director of WJJD; Myrtle Stahl, educational director of WGN; Arnold Hartley, program director of WGES; Wynn Wright, producer of NBC, Chicago; Lavinia Schwartz, educational director of CBS, Chicago; Malcom Clair, story teller of WENR; Jack O'Dell, newscaster of WCFL; Harriett Hester, educational director of WLS; Margaret Wiley, timebuyer of J. Walter Thompson, Chicago office; I. Keith Tyler, director of broadcasting, Ohio State U; Sherman Dryer, radio director of Chicago U; Donna Reade, radio actress; Allen Miller, director of the UBC (University Broadcasting Council); Don Foster, radio editor of the *Chicago Daily Times*; Edward Codel, Midwest manager of BROADCASTING: James Hanlon, educational editor of *Radio Guide;* George Jennings, radio council of Chicago Public Schools; Harold W. Kent, director of the Radio Council.

A talk on FM is scheduled for Aug. 1 but as yet no speaker has been selected.

Courses and talks are held at the Radio Council headquarters, 228 N. La Salle St., Chicago, and are open to teachers of public and high schools and universities throughout the United States.

### Contempt Plea Denied

LOS ANGELES District Court of Appeal refused without comment in early July a petition filed by David E. Hume, Eagle Pass, Tex., attorney, and Phillip Tapper, publisher, to set aside contempt charge sentences imposed upon them in Superior Court. They had sought to carry into Federal Court a suit against the California State Attorney General to prevent his interferring with broadcasting of racing news over XELO, Tia Juana, Mex. [BROADCASTING, July 1]. Hume and Tapper claimed they "could not get a fair hearing in the Superior Courts of California". Superior Judge Emmet H. Wilson, of Los Angeles, had fined Hume $1,000 and Tapper $500 for contempt. Hume appeared in the Los Angeles court as counsel for Piedras Negras Broadcasting Co., operating XELO. Tapper is said to be associate publisher of a "scratch sheet", which has a tie-up with XELO in the broadcasting of racing news.

WMC
it pays to advertise over WMC

More than 1500 CONSECUTIVE PROGRAMS FOR KROGER OVER WMC *exclusively!*

1937-38
1937-40
1938-40
1620
1776
1840
1864
1492

**HOT DATES IN HISTORY**

- One straight year of Hot Dates in History over WMC—156 separate quarter-hour broadcasts, Mondays, Wednesdays and Fridays.

**LINDA'S FIRST LOVE**

- Three solid years of Linda's First Love over WMC—780 separate quarter-hour broadcasts, Mondays through Fridays.

**EDITOR'S DAUGHTER**

- Two consecutive years of the Editor's Daughter over WMC—520 separate quarter-hour broadcasts, Mondays through Fridays.

A Sales Management High Spot City

**KROGER NOW IN ITS 5th *consecutive* YEAR ON WMC**

KROGER'S CLOCK
TWISTED & SLICED
KROGER'S SPOTLIGHT COFFEE

An amazing record of consistent results has been rolled up by the Kroger Grocery & Baking Company, through the Ralph H. Jones Adv. Agency, over WMC. Since 1935, more than 1500 national spot programs have been broadcast to WMC's 399,540 radio homes, telling the merits of Kroger's Hot Dated Coffee and Kroger's Clock Bread (since 1938).
The results speak for themselves in the continuation of this vast schedule for 1940.

The above programs are in addition to "The House of a Thousand Eyes" and "The Wise Crackers," two separate Kroger programs run over WMC during 1935-36.

5,000 WATTS DAY
1,000 WATTS NIGHT
**WMC**
MEMPHIS
NBC RED NETWORK

*Owned and operated by*
**THE COMMERCIAL APPEAL**
*"The South's Greatest Newspaper"*

**National Representative:** **THE BRANHAM CO.**

★

MEMBER OF SOUTH CENTRAL QUALITY NETWORK
WMC—MEMPHIS
KARK—LITTLE ROCK
KWKH-KTBS—SHREVEPORT
WSMB—NEW ORLEANS

**WHO** (ALONE!) for IOWA PLUS!
DES MOINES . . . 50,000 WATTS CLEAR CHANNEL

There is a Market
Where the State's
Largest Industry
Will be Expanded

**60%**

*It's Served By*

**WCSC**

**CHARLESTON, S. C.**

Free & Peters, Inc.
*Representatives*

# Studio Notes

KSTP, St. Paul, on July 1 entertained local merchandisers at a smorgasbord dinner in the Minneapolis studios, marking the initial *Burns & Allen* broadcast for their new sponsor, George A. Hormel & Co., Austin, Minn. (Spam). The network program was preceded by a three-minute local buildup welcoming the comedy team to KSTP and NBC-Red and congratulating the Minnesota industry for sponsoring the well-known team.

KMPC, Beverly Hills, Cal., following a custom established several years ago, is broadcasting the twice-weekly 1940 series of Hollywood Bowl morning rehearsal concerts, Howard Rhines, station announcer, presents notes on the programs to be heard during the season. Series of 17 broadcasts continues through Aug. 29.

WITH the presentation July 9 of *San Juan City*, by Miranda Azin, on KGVO, Missoula, Mont., the Script Library, division of Radio Events, New York, celebrated the 200,000th broadcast of its scripts. First broadcast of a script represented by the Library was made June 22, 1932, on the Yankee Network, with the presentation of the *Nocturne* series by Georgia Backus, who had just resigned as dramatic director of CBS. At present 123 authors are represented by the Library, with royalty fees ranging from $500 paid for a Lord Dunsany original to the $1 paid by stations for six *Crime Quiz* spots per week.

WOV, New York, has arranged with Dr. Frank Kingdon, director of the Citizenship Educational Service, to present a series of weekly programs to "vitalize the ideals of American democracy". The broadcasts are conducted in English, after which WOV's foreign language department translates the scripts into Italian for repeat programs.

TIME sales of WQXR, New York, during the first six months of 1940 were 44% above the preceding six months, July to December 1939, according to Elliott M. Sanger, general manager. The first half of 1940 produced an increase of 114% in sales over the corresponding period last year.

HAL BURDICK, author of two NBC network features, *Night Editor* and *Dr. Kate*, will produce and direct the Bohemian Club's famous "Low Jinks" a comedy production, which will be presented July 27 at Bohemian Grove, 75 miles north of San Francisco. Cameron Prud-homme of the KPO-KGO production staff, will play the leading role in a more serious production to be presented at Bohemian Grove August 3. Charles Runyan, KPO-KGO organist, has written the music for a Family Club "Flight" which will be staged soon at the club's "Farm" on the San Francisco peninsula.

LAWRENCE WITTE of the radio publicity department of N. W. Ayer & Son, New York, and author of the syndicated column "Static", on July 4 started a weekly quarter-hour *Radio Spotlight* program on WBNX, New York, during which he gives news of radio personalities and programs. Mr. Witte formerly conducted programs on KYW, Philadelphia, WDEL, Wilmington, and the former WPG, Atlantic City.

NEW RECORD in remote broadcasts for WOR, Newark, was set June 28 when the station rolled up a total of 22 under the direction of James MacKenzie-Reid, field supervisor of the WOR engineering department. Fifteen engineers traveled over 750 miles in New York and New Jersey, using over 30 field amplifier sets to cover everything from a horse race to a dance orchestra, including baseball in Brooklyn and the dedication of a new section of New York's Belt Parkway.

WTRY, Troy, N. Y., increasing its service to farm area listeners, recently added two weekly quarter-hour appearances by County Agents Herbert Davis and Clarence Johnson to its agricultural program schedule. Elton J. Hanks, of the Rensselaer County Bureau, also conducts a weekly farm series, supplementing the station's daily farm programs, which included regional market reports and other features.

WKY, Oklahoma City, originating *Southwestern Serenade*, for NBC-Red since October, 1939, has expanded the feature to a half-hour and shifted it from Thursdays to Sundays, 12-12:30 p.m. (CST). The program, featuring Lee Norton as Pancho and his Caballeros, has been one of two weekly network programs regularly originating at WKY.

AS JOHN MacKNIGHT, announcer of WDGY, Minneapolis, began reading a storm insurance announcement at 12:27 p.m. on a recent day, a bolt of lightning struck the transmitter tower and put the station off the air a half-hour. The tower was insured.

**EATING CROW** was Nick Stemmler, veteran sportscaster of WSYR, Syracuse, N. Y., as he handed the Nick Stemmler Cup to co-captains Howard Warner and Al DiStaolia, of Christian Brothers Academy in Syracuse. Their team won permanent possession of the coveted City High School League trophy and their third and final leg by beating out Nick's own alma mater, North High. The presentation was made at Municipal Stadium field just before a double-header of the Syracuse Chiefs, of the International League.

## Flubs to Aid Red Cross

KLZ, Denver, and its employes donated $172.10 to the Red Cross recently on the weekly *Boners' Court* of the station. For several years KLZ announcers and program personalities have met weekly on the air to be tried for mistakes they have made. If judged guilty, they pay five-cent fines. Since the program started $46.30 has been collected. This amount, along with $24 from KLZ employes, $100 from the station management, and $1.80 levied in fines on "Red Cross Night", made up the contribution. On "Red Cross Night" each announcer paid a double fine, whether found guilty or innocent.

WPEN, Philadelphia, recently took a 10-year lease on the 21st and 22d floors at 1528 Walnut St., where it will construct new offices and studio facilities. Although no architect has been selected, the plan calls for all business offices on the 21st floor, connecting with a private staircase to the 22nd floor, which will contain the main lobby, studios, audition rooms and executive offices, air-conditioned throughout. Entirely new equipment, probably RCA, will be installed in the new quarters, according to George Simon, WPEN general manager. The transmitter will remain at its present site at 72d and Race Sts. Provisions are to be made in the new setup for both FM and television.

KCMO, Kansas City, recently increased the time of eight daily newscasts from five to 10 minutes to give additional coverage. With 17 hourly newscasts daily, KCMO is devoting a total of 4 hours 20 minutes of its 18-hour schedule to news.

WLAC, Nashville, on July 6 started originating its *Old Dirt Dobber* feature as a weekly CBS coast-to-coast transmission. The network pickup resulted after a census by the station indicated regular listeners of the program in more than 162 towns in Tennessee, Kentucky and Alabama.

IN AN exhibit of 50 radio advertisers, under auspices of the Tacoma Advertising & Sales Club, the Weisfield & Goldberg spot announcement campaign on KVI, Tacoma, won first place for the best campaign of spot announcements by a retail advertiser. Brown & Haley, candy manufacturers, won first place for the best campaign of spot announcements by a general advertiser.

THEY
DIDN'T
DO RIGHT
BY OUR
NELL (Ky.)!

When they passed out *purchasing power*, they didn't do right by Nell (Ky.)! . . . Because Nell and many other tiny Kentucky towns haven't a big share of buying ability. WAVE concentrates on the lucrative Louisville Trading Area. Home and market for 1,070,918 buyers, this Area makes over 67% of *all purchases* in Kentucky! . . . You may be surprised to learn how reasonably WAVE, the only N. B. C. affiliate in the territory, can give your sales story to this large group of buyers. Write for the *complete dope*, today.

LOUISVILLE'S
WAVE
INCORPORATED
1000 WATTS • • • 940 K.C. • • • N.B.C.
NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

WHEN American Airlines recently inaugurated regular airline service to the city, the local Kiester Chevrolet Co. bought all available station breaks on WBLK, Clarksburg, W. Va., to congratulate the airline and chamber of commerce. WBLK carried the inaugural ceremonies from Harrison County Airport, feeding the program to the West Virginia Network stations. Odes Robinson, chief engineer, and Richard Helms supervised the pickup, with Don McWhorter, program director, and Charlie Snowden at the microphone. G. C. Blackwell WBLK managing director, and other staff members attended the inaugural dinner.

AS A PRELUDE to the All-Star baseball game in St. Louis July 9, radio, press and major league managers were guests at a stag party given by Charlie Grimm, sportscaster of WBBM, Chicago, on his Char-Li-Gene farm near Robertsville, Mo.

KGVO, Missoula, Mont., has started a new series of *Greater Missoula* programs preaching the benefits of living within the corporate limits of the city. The feature is designed to bring into the city some 5,000 residents now living just outside the city limits.

WLW, Cincinnati, on July 20 will open a craft shop in the Crosley Bldg. at the New York World's Fair where the handiwork of shut-in members of the *WLW Mailbag Club* will be sold throughout the summer. The entire sale price for each article will be forwarded to its maker, with WLW paying salaries of attendants and other expenses of the project. Inauguration of the new service will be marked by a special direct-wire pickup from the World's Fair studios of WLW on July 20, conducted by Minabelle Abbott, postmistress of the organization. Joseph Ries, supervisor of the Crosley Bldg., will be in charge of the shop.

## FTC Complaints

IN A COMPLAINT announced July 12 by the Federal Trade Commission, Zenith Radio Corp., Chicago, was charged with misleading representations in advertising Zenith radio receivers. The FTC also has issued orders to discontinue alleged false advertising claims by May's Cut Rate Drug Co., Clarksburg and Charleston, W. Va., and Pittsburgh Cut Rate Drug Co., McKeesport, Pa., for certain Mayco proprietary products; Murine Co., Chicago, for Murine eye preparation; Monticello Drug Co., Jacksonville, Fla., 666 cold and fever treatment; Mayos Products Co., Chicago, Mayos proprietary; Johns-Manville Corp. and Johns-Manville Sales Corp., New York, Rock Cork. On July 6 the FTC announced a stipulation entered into by Colgate-Palmolive-Peet Co., Jersey City, to cease certain representations in the sale of soap products.

**RIDING** was one of the sports at an outing staged by Phil Evans, director of the farm service of KMBC, Kansas City, at his farm, with 75 KMBC employes attending. Sam Bennett (foreground), sales director, demonstrated his riding skill to Karl Koerper, vice-president and managing director, digging in his Texas boots to stage a fast takeoff. The takeoff was sudden, and so was the unexpected stop, after which the two executives switched to less violent pastimes.

## More Cole

FOLKS down around Charlotte, N. C., like Grady Cole so well for his work as CBS regional farm editor at WBT they name their babies after him. Recently he received a note—the 65th of similar nature—from a listener advising of the christening of Grady Cole ——. The note, in part, declared: "We have just named our new baby boy Grady Cole —— in your honor. Please play 'Careless Love' on your *Alarm Clock* program over WBT tomorrow morning".

## WJJD Changes Home

RALPH L. ATLASS, president of WJJD, has announced that the Chicago station will move about Oct. 1 from its present site at 201 N. Wells St., to the Carbide & Carbon Bldg., 230 N. Michigan Ave. Plans call for more than 7,000 square feet of studio and office space with wood-panelled executive offices and a blue-and-gray color scheme. Johns-Manville is designing and constructing floating studios with specially equipped recording devices, the latest in high-fidelity engineering equipment and mechanical ventilation. Four studios will be built. Announcers and musicians will have special lounges. Sales offices of WIND, Gary, Ind., in which Mr. Atlass has an ownership interest, will be located in the new quarters.

Who Buys New Soap?
DR
COLUMBUS
WBNS
LISTENERS
RESPOND
QUICKLY!
WBNS ... Central Ohio's Only CBS Outlet
JOHN BLAIR & CO. Representatives

## Worth the Effort

TO RAISE money for the Finnish Relief Fund and the Red Cross, WSCS, Charleston, S. C., recently staged a 40-mile race between Dr. Arne L. Souminen, Finnish physician who operates a health camp in Summerville, S. C., and an 11-year-old race horse. Dr. Souminen held his own during the first part of the run from Summerville, but when he reached the track at Charleston the cinders were too much for his tired swollen feet, and he had to give up. Even though the horse won, Dr. Souminen felt the race was worth the effort in view of the charity receipts.

### CBS Golf Tournament

FRANK KIZIS, secretary to William S. Paley, CBS president, was low net winner with a score of 95-23-72 for the first 18 holes in the annual CBS golf tournament, held recently at the Engineer's Golf Club, Roslyn, N. Y. Kizis gained second leg on the trophy donated by Larry W. Lowman, CBS vice-president. Andre Baruch, CBS announcer, was low gross with a score of 84, while Al Rinker, program producer, won the kicker's handicap with a 76. Dell Peters of Columbia Artists' Bureau was low net for the second 18 holes with a 72, and A. B. Chamberlain, chief engineer, won a special driving prize. Jim Middlebrooks, engineer, won the booby prize with a 149.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C.

JACKSON SETS THE PACE

Only 2 of 147 trading areas show a higher percentage above normal business activity than Jackson—Where's Business, June, 1940.

Jackson continues to be one of the Sales High Spots of the country—Forbes Magazine, June 15, 1940.

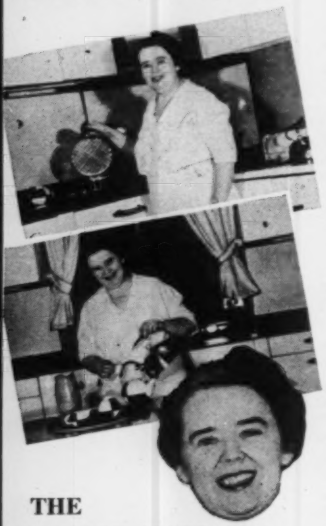
Invest your advertising dollars with WJDX, dominant radio station in the growing Mississippi market.

Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

AL
SARLI
—His Piano
—His Orchestra
FEATURED ON ST. LOUIS KWK
for Ten Years

**Proved**
*Selling Power*
**in the**
*Hoosier Market*

**Mrs. Farrell's**
**KITCHEN of the AIR**



**THE HOOSIER MARKET'S OLDEST,** ***most successful Participating program for Women RETURNS to***

**WFBM Indianapolis**

Proof of results—bales of it—is the best proof of Rose Lee Farrell's influence on Hoosier buying habits. A half-hour participating program, every morning from Monday through Friday, offers as many as 30 five-minute participations weekly to an advertiser, or as few as 2 weekly, with Indianapolis' best-known home adviser telling about your product. Write or wire for information about availabilities.

**WFBM**
INDIANAPOLIS

NATIONAL REPRESENTATIVE:
THE KATZ AGENCY, INC.

# Grocers, Druggists Prefer Radio

(*Continued from page 22*)

*McGee & Molly* (Johnson's Wax), 51.6%; Fred Allen (Ipana, Sal Hepatica), 48.4%; *Pot o' Gold* (Tums), *Prof. Quiz* (Teel), Kay Kyser (Lucky Strikes), 45.2%; Burns & Allen (Hinds Honey & Almond Cream), 41.9%.

Indicated was a tendency for all who listened regularly to any program also to listen to a number of programs. The largest number of programs was checked by druggists operating stores of medium size and income. Many operating very large or very small stores were unable to name any program as listened to consistently.

Among the 70 grocers interviewed, 51% had radio sets in their stores, but only 11% used them deliberately to bring in programs advertising products sold in the store, the survey indicated. Ratings of types of programs for advertising products to be purchased by men and by women followed the same pattern as ratings made by the druggists. Sports programs were rated as most appealing to men, with 46%; comedians, 41.3%; news, 39.7%; quiz programs, 27%; popular orchestras, 25.2%. Daytime serials led in appeal for women, with 51.6%, followed by evening dramatic shows, 33.8%; popular orchestras, 32.1%; quiz programs, 25.8%.

The grocers, in checking programs they listened to regularly, rated comedians at the top of the list: Jack Benny's Jello program was listed as heard regularly by 61.5%; *Chase & Sanborn Hour*, 60%; *Kraft Music Hall*, 56.6%; *We, the People*, 45%; *Kate Smith Hour*, 40%. The next five programs, all named by from 22 to 28% of those replying, included Wheaties baseball broadcasts and four evening dramatic programs—*Campbell Playhouse, One Man's Family, Lux Radio Theatre* and *Big Town*.

### Products and Media

Both druggists and grocers were asked two questions concerning the relative effectiveness of various media for national brand advertising. First, they were asked what medium they considered most effective in helping sell certain specific products—cosmetics and shortening, where the selection would be made entirely by women; shaving supplies and pipe tobacco, where it would be made entirely by men; proprietary medicines and coffee, where both men and women would have to be reached by advertising for greatest effectiveness. Radio advertising was considered most effective for all six types of products.

Comparative radio - magazine-newspaper ratings made by the druggists on the specific products aggregated: Cosmetics — radio 64.1%, magazine 33.3%, newspaper 2.6%; shaving supplies—64.1%, 21.5%, 10.2%: medicines—69.7%, 22.4%, 7.9%.

Grocers' ratings totaled: Shortening—radio 62.3%, magazine 5.7%, newspaper 26.4%; pipe tobacco—58.4%, 15.5%, 10.6%; coffee—58.4%, 6.5%, 25%; breakfast foods—78%, 4.3%, 15%.

To test dealer opinion as to relative effectiveness of different media for national advertising, the druggists and grocers also were asked to name the campaign, conducted during the last 12 months on behalf of any product sold by the dealer, which each considered most effective in stimulating sales in his store. Both druggists and grocers named radio as the medium used in such campaigns, far more frequently than any other medium. Druggists listed most frequently the campaigns on behalf of Fitch's Hair Tonic, Tums, Sal Hepatica, Carter's Little Liver Pills, and Gillette razor blades, in all of which radio was either the only or the major medium used. Grocers listed most frequently campaigns on behalf of Procter & Gamble products, both generally and for specific products, and Wheaties, where radio was used as the primary agency. Grocers also stressed the value of gift offers or contests in connection with radio campaigns.

## Web Proof

UNUSUAL recent occupation of Frank Pierce, engineer of WHO, Des Moines, has been construction of a spider-proof radio receiver. The new set replaces a line receiver, part of polyphase experimental equipment, on a post on WHO's transmitter grounds. When the original receiver went bad, investigation showed a pair of big black spiders had set up webkeeping, rearing several hundred babies in the receiver's innards.

The survey indicated that, on the whole, reaction toward advertising of brands by national producers and jobbers was definitely favorable. Dealers stated in particular that radio advertising fixes the brand name in the consumer's mind and causes demand for that particular brand, in greater degree than is possible in printed media.

### Identifying Products

The product identification study conducted by Miss Martin was based on interviews with 200 housewives and questionnaires answered by 50 additional Kansas housewives. The questionnaire—and the interviews—incorporated a list of 47 radio programs, all advertising products used by housewives. Each subject was asked to check the programs to which she tries to listen regularly, attempt to identify the product advertised on each of the programs, and to signify whether she actually uses the advertised product on each program heard regularly.

Programs for which the greatest listener appeal was registered, as indicated by the percentage of housewives who try to listen to them regularly, included: *Chase & Sanborn Hour*, 74.4%; Jack Benny, 70%; *Hit Parade*, 52.8%; *Fibber McGee & Molly*, 50.8%; *Kraft Music Hall*, 50%; *Burns & Allen*, 42%; Bob Hope, 39.2%; *Fitch Band Wagon, We, the People*, 36.8%; Wayne King, 36%.

The most effective programs, from the standpoint of the proportion of regular listeners able to identify the products advertised include: *Ma Perkins* and *National Barn Dance*, 100%; *Johnny Presents*, 97%; *Fibber McGee & Molly*, 96.9%; *Big Sister*, 96.5%; *Myrt & Marge*, 93.7%; *Hilltop House, Pepper Young's Family*, 93%; *Kraft Music Hall*, 90%; Jack Benny, 89.7%. As a basis of comparison, the average program showed 72.7% of its listeners able to identify the product advertised.

**MOSEYING** along on a 300-mile jaunt with a mobile recording unit, Glenn LePard and Lenore Little, the Butterfield Theatre *Sidewalk Reporters* and wandering interviewers of WOOD-WASH, Grand Rapids, Mich., paused to interview Indians at Traverse City, who had woven the baskets to be presented President Roosevelt by the forthcoming winner of the WOOD-WASH "Search for a Star Contest", now being conducted in Butterfield Theatres throughout Western Michigan. Here the gallivanting pair talk over basketry technique with Chief Day Bird. The lengthy trip was supervised by David H. Harris, WOOD-WASH traffic manager and director of the "Search for a Star".

Of the 250 women interviewed, only 40.6% .indicated they used products advertised on the programs to which they listen regularly. Leading programs, with "use of product" as the basis of comparison, included: *Fibber McGee & Molly*, 77.1%; *Kraft Music Hall*, 77%; Irene Rich, 72%; *By Kathleen Norris*, 71.5%; Jack Benny, 69.1%; Lanny Ross, 66.5%; *Aunt Jenny's Stories*, 66%; *American Album of Familiar Music*, 58.5%; *Vic & Sade*, 57%; *Ma Perkins*, 56.1%.

### Types of Programs

The leading eight programs from the standpoint of proportion of all 250 housewives contacted, who listen to the program and also use the product, were: Jack Benny, 48%; *Fibber McGee & Molly*, 39.6%; *Kraft Music Hall*, 30.8%; *Chase & Sanborn Hour*, 25.2%; Fred Allen, *Lux Radio Theatre, American Album of Familiar Music*, 16.8%; *Alec Templeton Time*, 16%.

As between different types of programs, comedians ranked first both in product identification and use of the product advertised, with 93.5% of their listeners identifying the product and 53.3% using the product. Following in order were quiz programs, with 85% of listeners identifying the product and 40% actually using the product; 30-minute dramatic programs, 81.7% and 49.7%; variety programs, 80% and 36.5%; popular music, 74.2% and 33.1%; daytime serials, 71% and 37.8%. The average registered for all programs was 72.7% identifying product and 40.6% using the product.

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NBC's FM station, W2XWG, New York, is now maintaining a daily program schedule from 3 to 11 p. m., Mondays through Fridays.

# Television Notes

### Images Span 1,800 Miles

TELEVISION reception at a distance of 1,800 miles was reported during the Republican National Convention by Watt Stinson, chief engineer of KTUL, Tulsa, who wired O. B. Hanson, vice-president and chief engineer of NBC, that the NBC telecast of the balloting on June 27 came through Tulsa every minute or so for several seconds at a time over a two-hour stretch. The sound channel was very usable about half the time, Stinson said, with images of voting sheets and closeups of the chairman quite distinct at times. This is believed to be the longest overland television reception yet achieved, although recognizable images transmitted from London have been received at Riverhead, L. I., by RCA engineers.

* * *

### DuMont Tests

TEST PATTERNS and actual live pickups, the latter a street scene obtained by focusing the television camera through an open window of the transmitting tower at 515 Madison Ave., New York, have been telecast by the DuMont experimental 50-watt video transmitter which was recently moved from the company's laboratories in Passaic, N. J., to New York. Images were received by recivers in Passaic, it was stated. Meanwhile, work on the permanent DuMont television transmitter is progressing rapidly, and it is hoped that the station will be able to start regular service in the fall.

* * *

### Not Recognized

BOND GEDDES, executive vice-president and general manager of the Radio Manufacturers Assn., has issued a statement declaring that the "First National Television Convention" and television show being promoted by the "Television Engineers Institute of America Inc.," of Hollywood, Aug. 22-24, have not been sanctioned by the RMA board. A request for recognition by the RMA, he stated, was not accorded. He added that the IRE board "also has not seen fit to give official recognition".

* * *

### Tennis Coverage

TENNIS will occupy the television screens in New York on July 17-19, as NBC covers the action of the Eastern clay court championship matches.

### Films for Television

A DEAL has been completed between Television Film Corp. of America, Hollywood, and Don Lee Broadcasting System, Los Angeles, for the former company to supply specially made short subjects for weekly televising over W6XAO. A series of five three-minute musical shorts, made exclusively for television, have been completed and were produced by Dan Milner in standard width and reduced to 16mm. for televising. Featured in the series are Cliff Nazarro, Wingy Manone, Ann Lee and Jeanne Evon. Arrangement with Don Lee network is in the nature of a test, with other films to be supplied if reception proves satisfactory. Deals are also being negotiated for servicing video stations on the East Coast.

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WHLD, Niagara Falls, N. Y., has appointed Radio Centre Ltd., Toronto, its Canadian representative.

TELEVISION SET

Register & Tribune Syndicate

*"We're Troubled a Bit by Interference From the Hospital X-Ray Next Door!"*

# Equipment

THE FCC on July 8 authorized the construction of the new Pea Island transmitter of WABC, New York, for which Western Electric equipment has been ordered. The present Wayne, N. J. site will be abandoned in favor of the new location on a tiny promontory in Long Island Sound off New Rochelle, N. Y. [BROADCASTING, May 1].

AN RCA transmitter and associated equipment has been ordered for the new KFUN, Las Vegas, Nev. [BROADCASTING, June 15] but plans for its construction are still in abeyance. BROADCASTING inadvertantly reported June 15 that the station will be owned by Ernest N. Thwaites, who advises that his father, Ernest Thwaites Sr., is sole stockholder, though the junior Thwaites, now with KVSF, Santa Fe, N. M., will be manager.

WESTERN ELECTRIC equipment, ordered through Northern Electric Co., has been installed by CJOR, Vancouver, B. C., which on July 15 increases its power to 1,000 watts on 600 kc.

RCA MFG. Co., Camden, N. J., has announced the sale of the following equipment: 1-E broadcast transmitter, KTSM, El Paso, Tex.; 250-K transmitter, KYCA, Prescott, Ariz., KVOE, Santa Ana, Cal., WMJM, Cordele, Ga., WGOV, Valdosta, Ga.

WESTERN ELECTRIC Co., New York, has announced the new 9A universal phonograph reproducer, which plays both vertical and lateral-cut recordings at the flip of a switch. It is claimed response of the reproducer is flat up to nearly 10,000 cycles for both types of recording. Two main assemblies, a self-contained vibrating system and a permanent magnetic circuit, comprise the internal mechanism of the diamond-stylus instrument.

WESTERN ELECTRIC transmitter, Lingo tower and RCA speech input equipment are being installed for the new WAOV, Vincennes, Ind., scheduled to go on the air in mid-August, using 100 watts on 1420 kc. Station will be owned by the *Vincennes Sun-Commercial*.

### CBS Stockholm Correspondent

DAVID M. ANDERSON, native of California, who has been in Stockholm since May of last year, has been appointed CBS correspondent in the Swedish capital, according to a July 9 announcement by Paul W. White, CBS public affairs director. He went to Stockholm to teach English to Swedes and to a colony of Jewish refugees there. He has been working with foreign newspaper correspondents in recent months, and has been doing nightly news broadcasts in English over Stockholm's Motala station.

More Power
*for the Hoosier Market*

5,000 watts
DAY AND NIGHT is
now authorized for
WFBM Indianapolis

Even better service for Hoosier listeners from their favorite station . . . and even better value this Fall for advertisers who "Use the HOOSIER Station to Reach the HOOSIER Market"! Plan now to put this extra power to work for your product.

WFBM
INDIANAPOLIS
NATIONAL REPRESENTATIVE: THE KATZ AGENCY. INC.

KSCJ
SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

139 radio stations from coast to coast now using
TEL-PIC
WINDOW DISPLAYS
with its daily
mailed picture service
TEL-PIC SYNDICATE, Inc.
1650 BROADWAY, NEW YORK
*P.S. Our new reciprocal plan is without cost to station.*

WOL
WASHINGTON, D. C.
1,000 Watts
DAY & NIGHT
Affiliated With the Mutual Broadcasting System
1230 KC.

KFRU
COLUMBIA, MISSOURI
A kilowatt of power on 630 kc. daytime with 500 watts at night.
A Sales Message over KFRU Covers the Heart of Missouri

WBAL
means business
in Baltimore

# FCC Rebuked at Brown Hearing

*(Continued from page 30)*

of CBS stock then existing was split into two classes of stock, A and B. All the A stock was sold to Paramount, with the B stock held by the former sole stockholders. Each class of stock carried votes to elect half the membership of the board of directors.

When CBS earned more than the stipulated $2,000,000 and Paramount stock, caught in the market crash, had declined to about $10 per share, the CBS holders of Paramount stock decided to exercise their option to turn it back to Paramount at $85 per share. Of the original 58,823 shares, 47,484 shares remained in the hands of the CBS stockholders who had participated in the original transaction. It was learned that Paramount, unwilling to deplete its own cash position, had decided to sell its CBS holdings to acquire funds to repurchase its own shares. After further negotiation Paramount placed a price of $5,200,000 on the 63,250 shares of Class A CBS stock.

The group of CBS stockholders who still owned the 47,484 shares of Paramount stock (two of the original 17 having otherwise disposed of their Paramount holdings) negotiated with a group of bankers who were willing to buy a substantial part of Paramount's CBS stock if it could be acquired at a favorable price. The price set by Paramount amounted to $82.21 a share. The bankers then offered to invest $2,000,000 on this basis. The CBS stockholders involved also considered the $82.21 price advantageous and accepted the bankers' offer, reacquiring a part of the stock they had sold to Paramount, and retiring the remaining part to CBS' treasury, subsequently selling to the banking group a part of the CBS stock they had reacquired.

### Book vs. Actual Value

Questioned further on points stemming from the 1929-31 Paramount transaction, Mr. Colin explained that in 1931 CBS stock paid a dividend of $18.56 per share, with the purchase price actually amounting to only 4½ times earning power at the time CBS bought some of its own stock. Even in the present depressed market the stock is worth more than three times what the company paid for it, he commented. The Paramount deal was in no sense a stock-rigging transaction, he said, commenting that persons such as bankers, "skilled in investment", would not accept any arbitrarily set purchase price for stock unless the stock actually was worth that much.

As for minority stockholders, he continued, 14 of them held 1.67% of CBS stock at the time, and although the book value dropped from $35 to $29 per share, each share was actually worth 1/9 more because 1/9 less shares were out. Book value alone is not a dependable indicator, he explained, stating that while CBS stock on June 1 had a book value of only $7.92 per share, it was actually selling for $18. In considering the worth of common stock, the stock's earning record is more important than book value, he added.

### Station Ownership Vital

Asked by Sen. Neely (D-W.Va.) what would happen to CBS if the FCC refused to license its owned and operated stations, Mr. Colin replied that the loss of license for the eight CBS stations affected would depreciate stockholders' equities. But it would not necessarily destroy the network, he said, since the remaining affiliates could still be served by the network organization.

Observing that the FCC at that time was not authorized to go into such transactions, at least to the present extent, Chairman Wheeler commented that, insofar as the nomination issue was concerned, Commissioner Brown's participation in the CBS license renewals could not work against his confirmation. He continued that it resolved into a question of his fitness to hold the office — whether Commissioner Brown issued a report unwarrantedly injurious to CBS or other parties.

Allowed to run through a section of the digest of evidence included in the network-monopoly study, correcting "misstatements of fact", Mr. Colin pointed out among other things that CBS, as an entity, was merely a party to the Paramount transaction; that the money involved was drawn from surplus rather than capital, as inferred; that instead of 12 minority stockholders with 7,501 shares, there were 14 holding only 2,116 shares, about 1,500 of which were held by close office associates of CBS officials involved, himself among them.

### Wheeler's Retort

As Mr. Colin reeled off his list of corrections, Chairman Wheeler sounded the caution: "Every one of these commissioners (FCC) should be careful not to give misstatements of fact injuring a company or a person. There are too many loose statements of fact by many Government commissions."

William S. Paley, CBS president, did not make the "cool million" attributed to him earlier by Sen. Tobey out of the Paramount transaction, Mr. Colin explained. He did make that amount, and other large amounts, from sales of portions of his stock to other parties, among them Brown Bros. Harriman & Co., he continued. At this Chairman Wheeler pointed out that the record, deriving from the FCC report, "clearly states" that President Paley made this money from the Paramount deal, emphasizing his observations on "misstatements of fact".

At one point in this review, when he was taken to task for placing technical answers to questions posed by Sen. Tobey in the hands of DeQuincy V. Sutton, FCC head accountant, Col. Brown declared: "If the digest misled me, it misled two other members of the committee, to wit, Commissioners Walker and Thompson."

### Termed Misleading

CBS Counsel Burns pointed out that a principal weakness of the Network-Monopoly Report lies in its lumping together of networks, yielding generalizations that lead to misunderstandings. He said it would form "no satisfactory guide to Commission action in regard to networks". As Sen. Tobey, Commissioner Brown and Mr. Colin proceeded into a three-way section-by-section discussion of various conclusions in the FCC report covering station-network relations, Judge Burns periodically voiced his opposition to the FCC conclusions.

In a final flurry just before Chairman Wheeler announced a recess until Congress reconvened, Sen. Reed (R-Kan.) again upbraided Mr. Colin for his June 21 statement. "In your own interest I think you'd better retract the statements you made about Senator Tobey," he declared. "If you've got any criticism of anybody, you should direct it at the FCC."

Explaining that he wished to set the record straight on that point, Mr. Colin stated: "Based on facts as developed here, I am wholly willing to withdraw any statements charging malice to Sen. Tobey."

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## Sample Transmitter Log Receives FCC Approval

A MODEL "transmitter log" prepared by Lynn C. Smelby, engineering director of NAB, in cooperation with Andrew D. Ring, FCC assistant engineer in charge of broadcasting, has been approved by the FCC as one which meets all of the official requirements under the rules. An exchange of correspondence on May 31 and June 27 between C. E. Arney Jr., NAB assistant to the president, and T. J. Slowie, FCC secretary, resulted in the approval.

Upon receipt of the FCC's approval, the NAB dispatched to all members copies of the transmitter log with instructions for use. The FCC asked for sufficient copies of the transmitter log, together with the previously drafted program log, to provide its field force with copies.

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### Johnson Buys Out Bassett

E. F. Johnson Co., Waseca, Minn., radio transmitting equipment manufacturer, has purchased all assets connected with the antenna and concentric cable business of Bassett Radio Mfg. Co., Niles, Mich., and has moved this division to Waseca. The Johnson firm will continue to manufacture and market the flexible concentric cable, rotary beam antennas and high frequency coaxial antennas along with its other products.

## MBS Preparing For Cooperative

### Union Angle Hovers; Agency Seeking Local Sponsors

THE 1940-1941 version of the cooperatively sponsored *Show of the Week* program will have the new appeal of comedy stars instead of name bands when it returns to MBS Sept. 29, Sundays, 6:30-7 p.m., according to Redfield-Johnstone, New York, agency handling the show. A permanent orchestra directed by Vincent Lopez will be featured, with Buddy Clark as singer. Tentative guest stars include Lou Holtz, Abbott & Costello, Henry Youngman and Block & Sully.

Howard Clothes, New York, with branch stores throughout the country, is the only sponsor thus far announced by Norman Livingston, radio director of the agency, who leaves on a tour July 15 to line up other local advertisers. Howard will sponsor the series on WOR, Newark; WAAB, Boston; WGN, Chicago; WFIL, Philadelphia; WEAN, Providence; WSYR, Syracuse; WTAG, Worcester.

#### Union Problem

Although it was thought the program might run into difficulties with the AFM following the union's resolution at its recent convention asking that local standby orchestras be required for network programs broadcast under local sponsorship, the resolution has not been "out of committee" and even if passed, will not affect the program this year, according to Livingston.

A different view was expressed by James C. Petrillo, AFM president. Asked about the union position on programs of this type, he stated that he was opposed to the practice of using "one band for 40 sponsors" and that action would be taken "in the near future" on the resolution.

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GOLF teams of KWK and KMOX, St. Louis, met July 14 in a match and medal play inter-station tournament at Sunset Hills Country Club. The KWK team included Bob Richardson, national sales representative; R. T. Convey, president; Bruno Houff, of the studio band; V. E. Carmichael, co-winner of the 1939 BROADCASTING trophy at the NAB Atlantic City convention; John W. Tinnea, program director; Johnny Neblett, sports announcer. The KMOX squad by Jim Alt, announcer, also includes Fred Bailey; Ben Feld, musical director; Art Langsfelder, musician; Sy Casper, of the sports staff; Merle Jones, manager.

WHOM

BROADCASTS 5½ hrs. daily in Polish to over ½ million Poles — in addition to Italian-German-Yiddish-Spanish.

*Get Details*

JOSEPH LANG, Mgr.
29 W. 57th St. N. Y. City

A FAIR WORLD IN ITSELF

TRANSCRIBED *Edison the Man* program sponsored by Potomac Electric Power Co., Washington, on WRC as enacted by the firm's Pepconians dramatic club was presented to A. G. Neal, sponsor president, by Jeffrey A. Abel, radio director of Henry J. Kaufman Adv. Agency. At presentation were (l to r) Mr. Abel; Stanley Bell, NBC sales; Mr. Neal; Henry J. Kaufman, agency president. Col. David McCoach Jr., Engineer-Commissioner of the District of Columbia, praised the utility's services.

### Spots for Records

COLUMBIA RECORDING Corp., Bridgeport, Conn., on July 15 is planning an extensive spot campaign to be handled through local dealers for Okeh records, which are replacing the Vocalion name on CRC 35c discs in mid-July. For the campaign, built around the lines "Okeh is the new name for Vocalion Records—Instead of Vocalion just say Okeh," CRC is supplying dealers and distribustors with window displays, point-of-sale material to back up the spot campaign.

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PUBLIC INTEREST in FM was indicated recently when over 500 persons wrote in to WOR, Newark, in response to an offer of a booklet on FM which J. R. Poppele, WOR's chief engineer, made during one of John B. Gambling's early morning programs. Titled *A Better Mousetrap*, the booklet was written by Dick Dorrance, manager of the New York office of FM Broadcasters Inc., to explain the how and why of FM in non-technical terms.

ONTARIO
TORONTO & CFRB

CFRB KNOWS WHAT CANADA'S RICHEST MARKET WANTS TO HEAR!

*Do you know that Ontario is as large as the states of Texas, New York, Michigan and Ohio combined!*

*Because 91% of Ontario listeners tune-in regularly to CFRB, Toronto!*

CFRB'S LISTENING AREA INCLUDES 12 CITIES 42 TOWNS AND 192,174 FARM HOMES!

CFRB REACHES 36% OF CANADA'S PURCHASING POWER!

Think of it! . . . over three million Canadians live in Ontario, the richest market in a rich country! And CFRB, located at Toronto, in the heart of this vast listening area, has catered to the wants of this market for over thirteen years!

There is indisputable proof that these years of unbiased service has made CFRB Ontario's favourite station:

(1) CFRB'S year 'round mail response averages over 200,000 letters per month!

(2) In a recent coincidental telephone survey, conducted between the hours of 5 and 7 P.M. for a full week, more than 4 times as many people reported being tuned to CFRB as reported any other station!

CFRB REACHES 29% OF CANADA'S ENTIRE POPULATION!

In a highly competitive medium this overwhelming preference for one station is proof of the success of that station. For example, CFRB's "sustaining" policy has always been aimed at giving the vast listenership what it wants, not what the station felt it might, or should want! And—in addition to carrying the cream of the Canadian sponsored programs, CFRB is the only Columbia Broadcasting System outlet in Ontario!

So this is an invitation to you to investigate the tremendous listener response of Toronto's CFRB.

Prominent advertisers, whose sales have increased proportionately with the station's growing audience, have placed their programs over CFRB, for as long as ten years!

Get the complete details of CFRB's popular coverage in Canada's wealthiest market!

Advertising Representatives in U.S.A.:
JOSEPH HERSHEY McGILLVRA
New York Boston Chicago San Francisco
Los Angeles Atlanta

CFRB, TORONTO, THE MOST POPULAR STATION IN CANADA'S RICHEST MARKET!

ARK.
LA.
LONGVIEW
TYLER
ATHENS
PALESTINE
RUSK
MARSHALL
SHREVEPORT
CARTHAGE
CENTER
MANSFIELD
NACOGDOCHES
SAN AUGUSTINE
SULPHUR SPRINGS
MT. PLEASANT
LINDEN
TEXARKANA
GILMER
JEFFERSON
HENDERSON

· · Now Operating Full Time · ·
POWER OF 1000 WATTS
KFRO
LONGVIEW, TEXAS
Voice of East Texas

Located in the center of the World's largest oil field—KFRO now serves Texas richest market with a power of 1000 watts, full time.

This vast empire of over 1,000,000 people, approximately 1/6 population of Texas, receives monthly cash benefits from oil, leases, royalties, supplemented by gigantic oil refinery pay-rolls and incomes from live stock and agriculture.

Summer sales in East Texas are GOOD! Tap this "ready-made" market with a schedule via KFRO.

*Consult our National Representatives or James R. Curtis, Longview, Texas.*

COVER East Texas from the CENTER

Primary Population 789,000
Raleigh
WRAL
Wilson
WGTM
Kinston
WFTC
ROCKINGHAM
CASWELL
PERSON
VANCE
WARREN
HERTFORD
HALIFAX
GRANVILLE
GUILFORD
ORANGE
DURHAM
FRANKLIN
NASH
BERTIE
EDGECOMBE
MARTIN
RANDOLPH
CHATHAM
JOHNSTON
PITT
GREENE
LEE
HARNETT
WAYNE
MONTGOMERY
RICHMOND
MOORE
CUMBERLAND
JONES
DUPLIN

25% of the North Carolina Market at less than
15% of the State Radio cost !

CAROLINA BROADCASTING SYSTEM
Affiliated with Mutual Broadcasting System ·

3 shots are better than 1

*You buy 3 favorites in this package*

WRAL - WGTM - WFTC

*are 3 to 1 for listeners . . . and*

*LISTENERS mean RESULTS!*

Contact GIL MURRAY, Gen'l Mgr. WRAL, Raleigh, N.C.
or Sears and Ayer · NEW YORK · CHICAGO ·

# Sponsored News Continued in Canada; Delay in Policy Agreement Foreseen

By JAMES MONTAGNES

SPONSORED news is still heard on Canadian broadcasting stations despite an announcement by Transport Minister C. D. Howe, in charge of radio, at Ottawa, that sponsored news would soon be a thing of the past. No solution to the problem which meets with approval by the private broadcasters, the Canadian Broadcasting Corp. and the newspaper interests has as yet been evolved.

At an informal Toronto meeting July 4 plans were discussed for the final solution of the sponsored news situation. It is understood the CBC proposed a CBC news service made up of all news services available in Canada to be released four or five times daily, but this did not meet with approval of private broadcasters' representatives as it was felt such a service could not be sold.

Present at the meeting were Maj. Gladstone Murray, CBC general manager; Dr. A. Frigon, CBC assistant general manager; E. C. Bushnell, CBC program director; H. N. Stovin, CBC station relations supervisor; Jos. Sedgwick, counsel for Canadian Assn. of Broadcasters; T. A. Evans, CAB secretary-treasurer.

### Early Accord Unlikely

As a result of the meeting it is evident that an early solution to the sponsored newscast problem is not in sight, despite Minister Howe's statement in Parliament that a solution would be found by the end of July. As one CBC official explained, it is a big problem, and will not be rushed to a settlement. The Toronto meeting July 4 recessed for a full meeting of the CBC committee of the board of governors and the committee from the CAB to be held at Ottawa July 17-18. Until then the situation stands undisturbed, with the only change in newscasts being the provision that there must be no commercial announcements in the body of the news.

### Transradio via Shortwave

No change, it is understood, has been made in the manner in which Transradio Press services its Canadian clients by shortwave. This also is left in abeyance until the larger question of sponsored newscasts is ironed out. International News Service entry into Canada will also be discussed at length by the combined committees of the CBC and CAB, it being understood that INS has offered to put in a Canadian service at an unrevealed annual price.

The two committees at Ottawa will endeavor to come to an agreement and present a report to the full board of governors of the CBC at their August meeting. This report will be accepted or rejected by the CBC board and then go to the Minister of Transport.

The June 28 announcement by Minister Howe that Walter Thompson, publicity chief of the Canadian National Railways and first Canadian press censor at the outbreak of the war, would look into the problem of sponsored news, took Canadian broadcasters by surprise. It was at complete variance with assurances given the CAB by the CBC board of governors. The CAB executive met with Mr. Thompson at Montreal immediately following the announcement, the result of which was that the CAB was assured by Minister Howe that Mr. Thompson would not act as investigator, but that the two committees of the CBC and CAB would look into the problem.

### Sedgwick Heads CAB Group

The CAB committee to meet with the CBC board committee is composed of Harry Sedgwick, CFRB, Toronto, and CAB president; Reginald Brophy, CFCF, Montreal; Guy Herbert, All-Canada Radio Facilities, Toronto. The CBC board of governors committee comprises J. W. Godfrey, Canon W. Fuller, Alan B. Plaunt, Maj. Gladstone Murray, Dr. A. Frigon, and either Rene Morin or N. L. Nathanson, CBC board chairman and vice-chairman respectively.

Queried in New York as to the plans of his organization for invading the Canadian radio market, Walter Moss, INS sales manager, said that the field had been surveyed and the idea given careful consideration, but that nothing would be done until the Canadian Government comes to a definite conclusion as to the terms and conditions under which news may be broadcast in Canada. INS at present has no Canadian clients, either newspapers or radio stations.

### 'Northland Network' Starts

A SPECIAL hookup of WDGY, Minneapolis, and WDSM, Superior, Wis., across the bay from Duluth, was started July 1 and carried as its first commercial the Fels Naptha *Happy Hollow* program. WDGY announced that the hookup will be known as the Northland Network.

NO GAG was "Standing Room Only" at KSAL, Salina, Kan., when Ward Marshall (right), local Plymouth and Chrysler dealer, contracted for every single minute of available time for three consecutive Fridays, starting June 28. Under the blanket order, if the time wasn't previously sold, Marshall bought it to promote his used car sales. At the transmitter KSAL Engineer Gene Seymour hammered up the SRO sign while Mr. Marshall and Manager Owen Balch stood by. Salesman Wendell Elliott was unable to appear for the picture, detained at the studio checking continuity for the blanket order.

## Radio Leaders Scheduled To Address Engineers at Pacific Coast Convention

EMINENT authorities on all phases of the technical division of radio will participate in the three-day Pacific Coast convention of the Institute of Radio Engineers, to be held Aug. 28-30 in the Ambassador Hotel, Los Angeles, coincident with the American Institute of Electrical Engineers conclave.

More than 19 speakers are scheduled, with papers on FM television, sound equipment, transmitters and kindred subjects, according to William W. Lindsay Jr., general chairman. In addition there will be seminars and roundtable discussions. Besides representatives of the radio industry, participants in the session will include outstanding faculty members of the engineering and research departments of various universities and colleges.

Additional speakers announced include Profs. C. P. Hsu, S. S. Mackeown, G. A. Brettell and L. C. Yuan, California Institute of Technology; A. V. Haeff, RCA Mfg. Co.; H. H. Scott, General Radio Co.; William K. Hewlett and David Packard, Hewlett-Packard Co.; Dr. Willard H. Fenn, University of California; James W. Wallace, chief engineer, KVI; Dr. W. W. Hansen, Stanford University; John Pierce, Bell Laboratories; Martin V. Kiebert Jr., Jansky & Bailey, Washington; R. M. Wise, chief radio engineer, Hygrade Sylvania Corp.; H. S. Knowles, chief engineer and vice-president of Jensen Radio Mfg. Co., Chicago. Maj. Edwin H. Armstrong, developer of FM wide-swing transmission, is to address the joint session of IRE and AIEE.

EISLER ENGINEERING Co., Newark, has developed a new compact laboratory unit for schools and research laboratories, designed for construction of electronic tubes, incandescent lamps, radio, neon, television and fluorescent tubes, mercury switches, ampoules, vials and similar products.

## BANGOR DECISION OF FCC APPEALED

CHARGING illegal, arbitrary, capricious and discriminatory action by the FCC June 18 in dismissing an application to transfer control and license of WLBZ, Bangor, Me., Congress Square Hotel Co., on July 5 appealed the FCC decision to the U. S. Court of Appeals for the District of Columbia. WLBZ seeks a court order reversing the FCC action and securing "a full, fair and open hearing" upon the application.

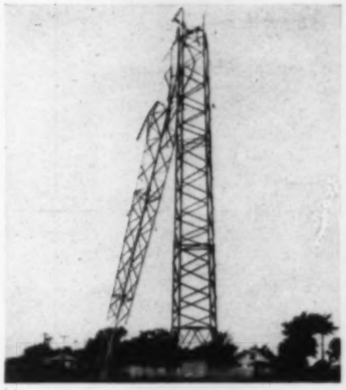
The controversy grew out of an application, filed May 4, 1939, by Thompson L. Guernsey, principal stockholder of Maine Broadcasting Co., licensee of WLBZ, requesting the FCC to revise the station license to make Congress Square Hotel Co. licensee in fact of WLBZ, concurrently with a transfer of control. Citing failure of Mr. Guernsey to prosecute his application, the FCC issued a final order June 18 dismissing the application and denying the request of Congress Square Hotel Co. for hearing.

In its appeal Congress Square Hotel Co. maintained that until the instant action it was the established administrative policy and interpretation of the FCC that such an application, when complete, would be acted upon "even though the transferor no longer desired that the transfer be effectuated and even though the transferor might seek formally to withdraw the same". The appellant also held that such an application would be designated for open and public hearing under the same established policy. Incorporated in the appeal proceeding was a motion directed to the appellate Court to suspend further proceedings in the case until disposition of *FCC v. Columbia Broadcasting System of California* in the U. S. Supreme Court.

### WQXR-AFRA Pact

WQXR, New York, has signed a one-year contract with the American Federation of Radio Artists, calling for a minimum salary scale for a 40-hour week for the station's seven staff announcers, who are to be paid extra for handling commercial broadcasts. Usual closed shop provisions are included in the contract, which is dated from July 1, although signing took place July 8. WQXR also entered into a contract with the New York local of the American Federation of Musicians on July 1 [BROADCASTING, July 1].

WFBL
SYRACUSE
**1st** in Food and Drug Advertising
*Because*
**1st** in Merchandising Service
*WRITE for details*
**WFBL**
**SYRACUSE, N. Y.**
**or Free & Peters, Inc.**
***National Representatives***



**SNAPPED OFF** in a wind and rain storm July 1, only about 75 feet of the 210-foot antenna of KTOK, Oklahoma City, remained standing as the weather settled. Although the tower was almost completely demolished, KTOK lost only a few minutes of air time and continued regular service. General Manager Kenyon M. Douglass estimated damage at $2,500. Work on an auxiliary tower started immediately, pending reconstruction of the main tower. Although a 53-mile-per-hour wind was reported by the Oklahoma City Airport weather bureau, it was thought the tower must have been caught in a small tornado, since such a wind should not have damaged the tower.

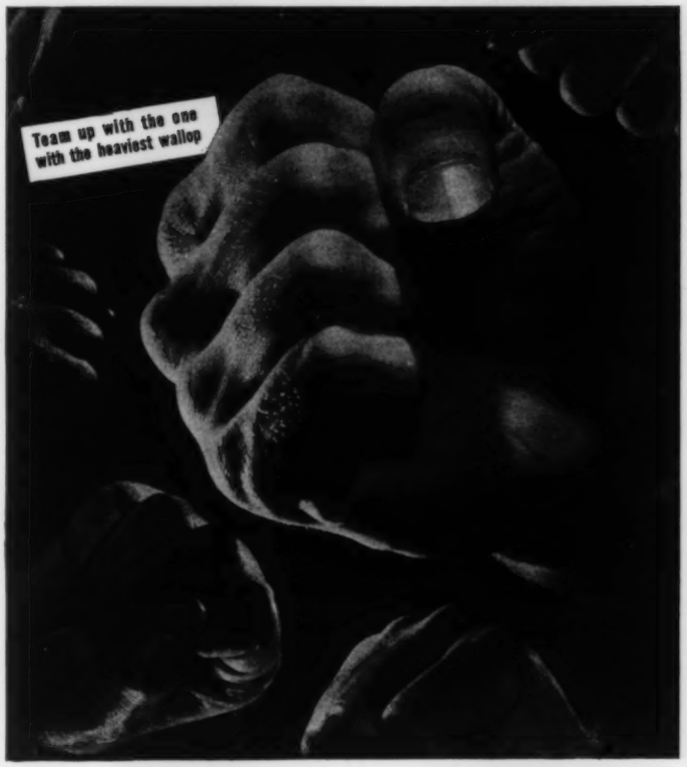
## New GE Crystal Unit, Thermocell, Introduced

ANNOUNCEMENT of a new crystal unit for broadcast service—Thermocell—was made July 3 by General Electric Co. in anticipation of the reallocation of standard broadcast stations in compliance with the Havana Treaty. Declared to have a guaranteed temperature-coefficient of less than one part per million per degree, the G30 is guaranteed to maintain transmitter frequency within 10 cycles, plus or minus, at any specified points in the broadcast band. Demands for more precise frequency control led to the development of the new cell. More than 700 of the 830 standard broadcast stations will be affected by the Havana Treaty shifts, it was stated.

The low temperature-coefficient of the quartz plate is possible through use of X-ray equipment during manufacture which determines the angle of crystal cut. From a cold start, the new crystal is ready to go on the air in less than 15 minutes, it was claimed. Only ¼th inch in diameter, the unit fits standard octal sockets and is easily adapted to an existing circuit. Adjustment of the crystal to almost the exact frequency is made at the crystal laboratory. Since the frequency is slightly dependent on the circuit in which the unit is used, final adjustment is made after installation in the crystal circuit by means of a trimmer condenser.

### Covering Democratic Convention

CEDRIC ADAMS, who broadcasts news over WCCO, Minneapolis, twice daily for International Harvester and Purity Baking Co., is representing WCCO at the Democratic National Convention in Chicago. He is recording human interest slants and personal observations about the convention and the records are airmailed to WCCO to be played during his regular news period. Al Harding substitutes for him while away.


Team up with the one with the heaviest wallop

**WNEW DELIVERS!**
**6 powerful reasons why:**

**1. TWICE THE AUDIENCE of any other New York independent station.** (Hooper-Holmes and other impartial surveys.) **2.** THE NATION'S BIGGEST MARKET. (The 50-mile metropolitan trading area.) **3.** ONE-THIRD THE COST of any New York network station. **4.** RADIO'S OUTSTANDING PROGRAMS. ("Make Believe Ballroom" with Martin Block, "Milkman's Matinee" with Stan Shaw. And many others.) **5.** LOCAL ADVERTISERS *know* WNEW moves most goods—fastest. **6.** MORE COMMERCIAL TIME is bought on WNEW than on any other station in New York.

WNEW
NEW YORK
SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
5000 WATTS BY DAY • 1250 KILOCYCLES • 1000 WATTS BY NIGHT
Nationally Represented by John Blair & Company

In Chicagoland
300,000 Lithuanians
Listen and Respond to

THE
LITHUANIAN
HOUR

Over 5,000 Watt WHIP
10:00 to 11:00 A.M. daily

• • •

A few facts:

1. Rated No. 1 program by 87% of people canvassed in survey of 25,000 Lithuanian homes.
2. Drew 53,221 letters in December, 1939.
3. Five current participants have been represented a total of 19 years.

• • •

*for participation details, write*

SALTIMIERAS
RADIO ADVERTISERS
6912 S. Western Avenue
Telephone: Prospect 4050
CHICAGO, ILL.

## Rancher to Stand Trial For Slaying Announcer

CLARENCE L. WALKER, 47-year-old Montana rancher, will have to stand trial for the murder of Edwin Woolverton, KHJ, Los Angeles, announcer, which he allegedly committed in the studios six years ago. An indictment was returned against him July 9 by the Los Angeles County Grandy Jury in Superior Judge Frank G. Swain's court. Deputy District Attorney Vernon L. Ferguson, who obtained the indictment, contended Walter, an inmate of Patton State Hospital for the Insane since 1934 when he assertedly stabbed Woolverton to death, is now sufficiently sane to stand trial.

Witnesses against Walter at the County Grand Jury meeting included C. Ellsworth Wylie, Los Angeles advertising agency executive, who was then manager of the station, and Warren Fehlman, Huntington Park, Cal. advertising agency executive, who witnessed the stabbing.

Witnesses on July 9 described the stabbing, which occurred when Woolverton tried to rescue Grace Kane, receptionist, from the knife jabs of Walter. Fehlman declared that he also had participated in the rescue and received cuts around the head.

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FROM five different points in Great Britain, CBS on July 13 presented a first-hand picture of British preparations to fight Nazi invasion as seen through the eyes of five news correspondents. Participating in the transatlantic broadcast were Edward R. Murrow, chief of CBS European correspondents, Erland Echlin, Larry Leseuer, Eric Sevareid and Vincent Sheean.

## Case for Advertising

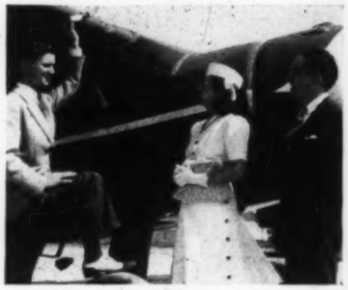
RADIO advertising would not exist under a dictatorship in America, according to an article "The Case for Advertising" in the July issue of *Nation's Business*. Newspapers would "weazen into little pamphlets", the article continues in speculating on possible results of a United States with a dictator and without advertising. The article is sixth of a series on free enterprise.

### AAAA Statistics Volume

VOLUME IX-a of *Market & Newspaper Statistics* was released late in June by the American Assn. of Advertising Agencies [$6 to other than AAAA members]. The volume deals with the 58 cities of over 100,000 population in the United States and Canada in which newspapers were audited to Sept. 30 and Dec. 31, 1939. Included are latest figures on population, number of families, English reading persons (English speaking persons for Canadian cities), income tax returns, audited newspaper circulations, linage, retail rates, general rates, the differential between retail and general rates, and an analysis of those sections of A.B.C. Audit Reports which deal with circulation inducements.

### Hunt for Heatter

FRAZIER (Spike) HUNT, roving European correspondent for INS who has just returned to America from a six-month tour of Europe and the Near East, and Wythe Williams, MBS commentator, are taking over eight of Gabriel Heatter's 9 p.m. news broadcasts on WOR, Newark, while Heatter, on doctor's orders, takes a partial rest from his schedule of seven programs weekly. Williams broadcasts July 7, 8, 14 and 15, while Hunt handles Heatter's programs July 10, 12, 17 and 19.



ONE OF San Antonio's avid sportsman pilots, Ted Brown (left), organist of WOAI, explains the mechanics of flying to Monette Shaw and Hoyt Andres, WOAI announcer, who share honors with Brown on *Your Children*, heard twice weekly on WOAI and Texas Quality Network under sponsorship of Delaware Punch Co. of America.

## NAB's Research Group Perfects Research Setup

THE PLAN for creation of a unit system of reporting broadcast advertising volume under NAB auspices was perfected by the NAB Research Committee at a meeting in Washington July 10. The plan, in preliminary form, will be dispatched to members of the NAB board of directors prior to its meeting in San Francisco Aug. 4 on the eve of the convention. Following board consideration and approval, the project will be placed before the members for action.

Attending the Washington meeting were William J. Scripps, WWJ, Detroit, chairman; James D. Shouse, WLW-WSAI, Cincinnati; Hugh M. Beville Jr., NBC research manager; Dr. Frank N. Stanton, CBS research director. William R. Cline, WLS, Chicago, sales manager and chairman of the Sales Managers' Steering Committee, was present as an observer. For the NAB were President Neville Miller; C. E. Arney Jr., assistant to the President, and Paul F. Peter, reseach director. Resignation of Scott Howe Bowen, WIBX, Utica, from the research committee on doctor's orders was announced. His successor has not been named.

### Facts for Canadians

CANADIANS are to be more fully appraised of war perils according to a resolution of the Canadian Senate's special committee on war cooperation. Major Gladstone Murray, Canadian Broadcasting Corp. general manager, has been advised by the Senate Committee to "bring about a much more general and if possible universal appreciation of the peril of Canada . . . and the presentation of such facts and the driving home of such simple understandable arguments as would make everyone realize the seriousness of the present danger to our country and all its inhabitants."

### The Amateur Pays

TO ASSIST the war relief campaign, WMCA, New York, is donating all proceeds to the Red Cross earned on its new *Hire A Hall* program, a weekly amateur show wherein the amateur pays for the privilege of being heard. The program starts July 15 from WMCA's studios at the New York World's Fair and allows anyone to give a speech or play a musical instrument at the rate of $3 per minute. Overtime is $6 a minute, and if the amateur wants a musical accompaniment by a member of Lee Grant's orchestra he pays 50 cents.

We're Staying Up

and Stepping Out

Yes, sir, KRRV has put on long pants and is now on the air full time with a power of 1,000 watts. Advertisers now may reach a primary daytime potential of 1,295,864 people in 36 counties of North Texas and southern Oklahoma, the heart of the Red River Valley in the land of prosperous and diversified industry. The $54,000,000 Denison Dam, flood control and hydro-electric project, is now under construction on Red River. And . . . good news to sponsors . . . there is NO increase in rates! For more information, write KRRV, Sherman or Denison, Texas.

1000 Watts Full Time
*An Affiliate of the*
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

*The Sherman-Denison Station*
KRRV
880 KC. 1,000 WATTS

## *Right of Courts to Overrule Congress In Copyright Protection Is Contested*

LEGAL position of the broadcaster using phonograph records is succinctly stated by Zechariah Chafee Jr., professor at the Harvard Law School, in an article on "Unfair Competition", appearing in the June issue of the *Harvard Law Review*. Reviewing the history of unfair competition legislation, he distinguishes between the patent or copyright protection for originality and the legal decisions preventing passing off (a process wherein one product is passed off as being another better-known product) which protect good will.

"Some people," he states, "are always trying to protect originality under the guise of good-will. Their ideas are not patentable or they haven't taken the trouble to patent them—they haven't paid $2 for a copyright—so Congress has denied them protection. And then they go running to the courts and ask them to fill the hole left by Congress or by the plaintiff's own carelessness. My contention is that when Congress has said what original ideas shall be protected and how they shall be protected, the court should not do anything different.

### Use of Recordings

"Cases like the *Cheney* necktie case [in which Cheney was denied relief against a competitor who copied his designs] are pretty hard on the plaintiff, especially if the designs were not patentable. But it was unpleasant for Dickens to see pirated American editions selling like hot cakes and for Victor Herbert to have his songs put on gramophone records in the days when the copyright law didn't extend to English novels or canned music. Yet the courts did not give Dickens and Herbert the protection which Congress had denied them. The courts waited until Congress had amended the Copyright Act to include them.

"Take a similar harsh situation today. *A*, a prominent conductor, and his orchestra, swings a familiar Bach air which is recorded by *B*, a gramophone manufacturer. *A* could copyright his arrangement of Bach, but doesn't. The statute does not provide for any copyright of the record. The defendant broadcasting station uses the record as an electrical transcription, against express orders from *A* and *B*. This practice infuriates *A*, because he and his orchestra frequently broadcast. Can *A* and *B*, who have not protection under the Copyright Act, enjoin the station's unauthorized use of the record as Unfair Competition?

"Two recent cases have so held [Waring case and RCA-Whiteman-WNEW case]. Yet, it might be wiser to deny protection until it be given by Congress under carefully specified conditions. One objection to judge-made relief is this. When a monopoly is created in something of general value, many persons will want to use the thing; and it is very important that they should know to whom to go to get permission. In the case of patents and copyrights, anybody who wants a license goes to the recorded owner. Now, if the broadcaster can be enjoined, he may want a license.

### Crooner and Drummer, Too

To whom shall he go for it? Instead of one license as for copyrights, he must pay for at least two, one from *A* the conductor and another from *B* the recorder. How about *X* who played the sax and *Y* who hit the snare drum and *Z* who sang with alluring huskiness? Their performances make the record striking. Aren't they fairly entitled to royalties too? So the broadcaster may need five permits, besides a sixth from the composer if he is more recent than Bach and did copyright.

"You don't get into any such mess if a monopoly is set up by statute. For instance, a motion-picture film is a composite product like a record, but Congress allows the film to be copyrighted. The statute names only one person who copyrights,—the producer. So he gives the licenses. Similarly, when Congress gets around to copyrighting records of orchestral performances, it might vest all rights in A or in B. It's unpleasant for Benny Goodman and Victor to wait till Congress acts, but Dickens had to wait till 1891, after he was dead."

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## Independents to Attend General NIB Meeting

INVITATIONS to some 400 independent broadcasters, not affiliated with major networks, were dispatched July 10 by National Independent Broadcasters Inc. for a general convention in San Francisco Aug. 4 to be held in conjunction with the annual convention of the NAB.

With many problems of peculiar interest to non-network broadcasters on the agenda, President Harold A. Lafount and Secretary-Treasurer Lloyd C. Thomas, of NIB, said they foresaw good attendance. During the last year, since permanent organization of NIB, Andrew W. Bennett has been retained as counsel and Washington executive of NIB and has been instrumental in procuring measures of relief for independent stations from the FCC and in other quarters, it was pointed out. On the agenda will be such matters as copyright, Broadcast Music Inc., proposed restrictions on performance of phonograph records and FCC regulations of special interest to independent non-network stations.

CHNS
HALIFAX, NOVA SCOTIA
ONE OF THE FINEST EQUIPPED RADIO STATIONS OF CANADA
*U. S. Representatives:*
JOS. WEED & CO.
350 Madison Ave.
New York

Lively
SHOWMANSHIP
wins larger audiences
in the
Intermountain
Market
for
KDYL
The POPULAR Station
Salt Lake City
NBC RED NETWORK
National Representative:
JOHN BLAIR & CO.

# THE Business OF BROADCASTING

## STATION ACCOUNTS

*sp—studio programs*
*t—transcriptions*
*sa—spot announcements*
*ta—transcription announcements*

### KPO, San Francisco

Armour & Co., Chicago (Treet), 3 *t* weekly, thru Lord & Thomas, Chicago.

Mentholatum Co., Wilmington, Del. (Mentholatum), 6 *sa* weekly, thru Dillard Jacobs Agency, Atlanta.

Blue Ribbon Books, New York (books), 6 *sa* weekly, thru Northwest Radio Adv. Co., Seattle.

Southern Pacific Co., San Francisco (transportation), 12 *sa* weekly, thru Lord & Thomas, San Francisco.

McIlhenny Co., Avery Island, La. (tobasco sauce), 6 *sa* weekly, thru John H. Dunham Co., Chicago.

California Fruit Growers Exchange, Los Angeles (Pectin), 3 *sa* weekly, thru Lord & Thomas, Los Angeles.

Mutual Citrus Products Co., Anaheim, Cal. (powdered lemon juice), 3 *t* weekly, thru Charles H. Mayne Co., Los Angeles.

Cook Products Corp., San Francisco (salad dressing) weekly *sa*, thru Rufus Rhoades & Co., San Francisco.

North American Accident Insurance Insurance Co., Newark, weekly *sp*, thru Franklin Bruck Adv., Corp., N. Y.

### WOR, Newark

Alfred W. McCann Laboratories, New York, 5 *sp* weekly, direct.

Vanti Pa-Pi-A Corp., New York (beverage), weekly *sp*, thru Erwin, Wasey & Co., N. Y.

Graceland Management Corp., Elizabeth, N. J. (funeral park), weekly *sp*, thru Green-Brodie, N. Y.

Philadelphia Dairy Products Co., Philadelphia, *sp*, 5 *sa* weekly, thru Scheck Adv. Agency, Newark.

Quaker Oats Co., Chicago (cereals), 5 *sp* weekly, thru Ruthrauff & Ryan, Chicago.

### WHN, New York

Krasne Bros., New York (Bernice food products), 6 *sa* weekly, 52 weeks, thru Peck Adv. Agency, N. Y.

Shubert Theatrical Productions, New York ("Separate Rooms"), 6 *sa* weekly, 4 weeks, thru Blaine Thompson Co., N. Y.

Riggio Tobacco Co., Brooklyn (Cort cigarettes), 6 *sp* weekly, 52 weeks, thru M. H. Hackett, N. Y.

A. B. Campbell Carpet Cleaning Co., New York, 24 *sa* weekly, 8 weeks, thru A. B. Landau, N. Y.

### KNX, Hollywood

Milnor Inc., Los Angeles (importers), 5 *sa* weekly, thru Barnes-Chase Co., San Diego, Cal.

Chrysler Corp., Detroit (Dodge cars), 5 *ta* weekly, thru Ruthrauff & Ryan Inc., N. Y.

Langendorf United Bakeries, San Francisco (bread), 10 *sa* weekly, thru Leon Livingston Adv. Agency, San Francisco.

### KFBB, Great Falls, Mont.

Par Soap Co., Oakland, Cal., daily *sa*, direct.

Mutual Citrus Products Co., Anaheim, Cal., 12 *t*, thru Charles H. Mayne Co., Los Angeles.

Pen Jel Co., Kansas City, 10 *sa*, thru David B. Mindlin Agency, Kansas City.

### WGY, Schenectady, N. Y.

Armour & Co., Chicago (Treet meat loaf), 3 *t* weekly, thru Lord & Thomas, Chicago.

United Baking Co., Schenectady (canned foods, bread), 6 *sp* weekly, thru M. H. Hackett, N. Y.

California Packing Co., San Francisco (Del Monte pineapple juice), 10 *sp* weekly, thru McCann-Erickson, San Francisco.

Moxie Co., Roxbury, Mass. (soft drink), 3 *sa* weekly, thru Alley & Richards Co., Boston.

### KYA, San Francisco

Biltmore Hotel, Los Angeles, 3 *sa* weekly, direct.

Crab Fishermen's Protective Association, San Francisco (fresh crabs) 3 *sp*, direct.

*Sportsmen's News*, Oakland, Cal. (periodical), weekly *sp*, direct.

Guaranty Union Life Insurance Co., Beverly Hills, Cal., *sa* series, thru Stodel Adv., Los Angeles.

Japanese Committee on Trade and Information, San Francisco (travel bureau), weekly *sp*, thru Brewer-Weeks Co., San Francisco.

### WCMI, Ashland, Ky.

Ballard & Ballard Co., Louisville (bakery), *sa* series, direct.

Gulf Oil Co., Pittsburgh, 3 *t* weekly, thru Young & Rubicam, N. Y.

Coca Cola Bottling Co., Huntington, W. Va., 3 *t* weekly, direct.

Stanback Medicine Co., Salisbury, N. C., 24 *ta* weekly, direct.

Bonded Oil Co., Dayton, 12 *sa* weekly, thru Hugo Wagenseil & Associates, Dayton.

Red Top Brewing Co., Cincinnati, 3 *sp* weekly, thru Joseph Adv. Agency, Cincinnati.

### WHO, Des Moines

Franklin County Coal Co., Chicago, weekly *sp*, thru C. Franklin Brown & Co., Chicago.

Hollywood Candy Co., St. Louis (Sundae-Mondae), 6 *t* weekly, thru Blair MacPhail Inc., St. Louis.

Haskins Brothers, Sioux City (Blue Barrel soap), 2 *sp* weekly, thru Presba, Fellers & Presba, Chicago.

Manhattan Soap Sales Corp., New York (Sweetheart soap), 3 *ta* weekly, thru Franklin Bruck Adv. Corp., N. Y.

### WBT, Charlotte, N. C.

Thomas J. Lipton Inc., Hoboken, N. J. (tea), 8 *sa* weekly, thru Young & Rubicam, N. Y.

Armour & Co., Chicago, 3 *sp* weekly, thru Lord & Thomas, Chicago.

Miller High Life Brewing Co., Milwaukee, 6 *sa* weekly, direct.

Procter & Gamble Co., Cincinnati (Camay), 5 *t* weekly, thru Pedlar & Ryan, N. Y.

### KGKO, Fort Worth

Gebhardt Chili Powder Co., San Antonio (sandwich spread), 5 *sa* weekly, thru Putluk Adv. Co., San Antonio.

Carnation Co., Milwaukee (Cho Cho), 90 *ta*, thru Neisser-Meyerhoff, Chicago.

Delta Air Corp., Fort Worth (travel), 26 *sa*, direct.

Superior Brewing Co., Fort Worth, 260 *sa*, thru Hi Johnson Adv., Fort Worth.

Grove Labs., St. Louis (tonic), 65 *sa*, 65 *sp*, thru H. W. Kastor & Sons, Chicago.

### WHK-WCLE, Cleveland

Lacquerwax Co., Hartford (auto polish), weekly *t*, thru Wilson & Haight, Hartford.

Dill Co., Norristown, Pa. (Espotabs), 20 *sa*, thru Gotham Adv. Agency, N. Y.

Summit Hotel, Uniontown, Pa., 26 *sa*, thru W. Earl Bothwell Adv. Agency, Pittsburgh.

Quaker Oats Co., Chicago (puffed cereal), *sa* series, thru Ruthrauff & Ryan, N. Y.

### KOA, Denver

Peter Paul Inc., Naugatuck, Conn., (candy), 3 *sp* weekly, thru Platt-Forbes, N. Y.

Hollywood Services, Denver (bread), 7 *sa* weekly, thru Woolley & Hunter, Denver.

Martin Bros., Denver (food products), 2 *t* weekly, thru Raymond Keane Agency, Denver.

Industrial Federal Savings & Loan Assn., Denver (finances), 6 *t* weekly, thru McCann-Erickson, Denver.

### KFRC, San Francisco

Sunnyvale Packing Co., San Francisco (Rancho Soups), 6 *sa* weekly, thru Lord & Thomas, San Francisco.

Ex-Lax Mfg. Co., Brooklyn, 12 *ta* weekly, thru Joseph Katz Co., Baltimore.

Standard Oil Co. of Cal., San Francisco, 2 *sp* weekly (starting Oct. 3), thru McCann-Erickson, San Francisco.

Loma Linda Food Co., Arlington, Cal. (Ruskets), 5 *sa* weekly, thru Lisle Sheldon Adv., Los Angeles.

### KSFO, San Francisco

Southern Pacific Co., San Francisco, *ta* series, thru Lord & Thomas, San Francisco.

### KCMO, Kansas City

Columbia Brewing Co., St. Louis, 15 *sp* weekly, thru Olian Adv. Co., St. Louis.

### WBAP-KGKO, Fort Worth

Delta Airlines, Fort Worth, 26 *sa*, direct.

### KYW, Philadelphia

F. G. Vogt & Sons, Philadelphia (scrapple), *sa* series, thru Clements Co., Philadelphia.

W. H. Comstock Co., Morristown, N. Y. (liniment), *sa* series, thru Street & Finney, N. Y.

American Chicle Co., Long Island City, *sa* series, thru Badger & Browning & Hersey, N. Y.

Brown & Williamson, Louisville (Wings), *sa* series, thru BBDO, N. Y.

Manhattan Soap Co., New York, *sa* series, thru Franklin Bruck Adv. Agency, N. Y.

Quaker Oats Co., Chicago (cereal), *sa* series, thru Ruthrauff & Ryan, Chicago.

Philco Distributors of Pa., Philadelphia, *sa* series, thru Julian G. Pollock Co., Phila.

Commonwealth of Pennsylvania, Harrisburg (Safety Council), *sa* series thru Al Paul Lefton Co., Phila.

Peter Paul Inc., Naugatuck, Conn. (candy), 2 *sa* daily, thru Platt-Forbes, N. Y.

Prime Mfg. Co., Milwaukee (electric fence control), 5 *sa* weekly, thru Hoffman & York, Milwaukee.

Look Inc., New York (magazine), 3 *sa* weekly, thru Erwin Wasey & Co., N. Y.

G. H. P. Cigar Co., Philadelphia (La Azora cigars), 3 *sp* weekly, thru Aitken-Kynett, Philadelphia.

Lee Tire & Rubber Co., Conshohocken, Pa. (tires), 5 *ta* weekly, thru Benjamin Eshleman Co., Philadelphia.

### CFCF, Montreal

Catelli Food Products, Montreal (canned goods), 3 *t* weekly, thru Vickers & Benson, Montreal.

Wabasso Co., Montreal (print cloth), 6 *sa* weekly, thru Eddy-Rucker-Nickels Co., Cambridge, Mass.

Templetons Ltd., Toronto (proprietary), 5 *t* weekly, thru United Radio Adv., Toronto.

Kennedy Mfg. Co., Montreal (insecticide), 5 *ta* weekly, direct.

Henry K. Wampole Co., Perth, Ont. (cod liver extract), 3 *ta* weekly, thru J. J. Gibbons Ltd., Montreal.

Peers Beverages of Canada, Montreal (soft drinks), 13 *t*, thru General Broadcasting Co., Montreal.

Cherry Growers of British Columbia, Vancouver, 13 *sp*, direct.

Ogilvie Flour Mills, Montreal, 30 *t*, thru J. J. Gibbons Ltd., Montreal.

Charles Gurd Co., Montreal (soft drinks), 6 *sp* weekly, thru Cockfield Brown & Co., Montreal.

Canadian Oil Co., Montreal, 100 *ta*, thru McConnell Eastman & Co., London, Ont.

### KSFO, San Francisco

San Francisco Peninsula, Burlingame, Cal. (real estate), weekly *sa*, thru Gerth-Knollin Adv. Agency, San Francisco.

Langendorf United Bakeries, San Francisco (bread and pastry), weekly *sp* and 5 *sa* weekly, thru Leon Livingston Agency, San Francisco.

National Funding Corp., Los Angeles (loans) 3 *sp* weekly, thru Smith & Bull Agency, Los Angeles.

Acme Breweries, San Francisco, weekly *sp*, thru Brisacher, Davis & Staff, San Francisco.

Guaranty Union Life Insurance Co., Beverly Hills, Cal. (life insurance), weekly *sp*, thru Stodel Adv. Agency, Los Angeles.

### KHJ, Los Angeles

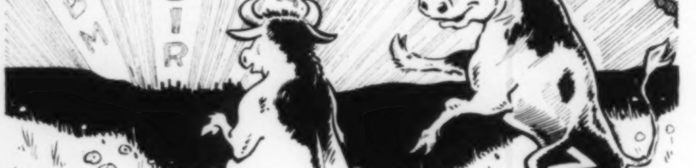
Lindsay Ripe Olive Co., San Francisco (olives), 3 *sp* weekly, thru Lord & Thomas, San Francisco.

Lea & Perrins, New York (Worcestershire sauce), 104 *sa*, thru Schwimmer & Scott, Chicago.

C. H. Baker Co., Los Angeles (chain shoe store), weekly *sp*, thru Sidney Garfinkel Adv. Agency, Los Angeles.

Lyon Furniture Sales Co., Los Angeles (chain), 3 *sa* weekly, thru Chas. H. Mayne Co., Los Angeles.

Adohr Milk Farms, Los Angeles (dairy products), weekly *t*, thru Lord & Thomas, Los Angeles.



"Northern Lights nothing! That's smart advertising!"

Pd. Adv.

# Radio Advertisers

**HECKER PRODUCTS** Corp., New York, on July 1 combined handling of Hecker flours and cereals through a newly formed flour and cereal division. Under the new division, advertising, sales management and merchandising of both cereals and flour products are combined. Executives of the new division include Duncan C. Menzies, general manager; R. G. Hamann, assistant general manager; Harry M. Jennison, field manager; Joseph M. Greeley, advertising manager. Erwin, Wasey & Co. will handle advertising for cereals and Presto cake flour; Leo H. Burnett Co., Chicago, for Ceresota, Hecker's and Aristos flour.

**DEALERS** of the Ford Motor Co., in the Sommerville territory of New England, on July 15 start a four-week campaign for used cars, using two announcements a night five nights a week on 24 stations in their immediate territory. McCann - Erickson, New York, handles dealer advertising for Ford.

**COCA COLA BOTTLING** Co., Cincinnati, is now using 4 hours and 45 minutes of time weekly on WKRC, its latest program being the *Singin' Sam* transcriptions which started July 9, heard five days weekly. They follow the company's 12:15 baseball quiz program, *You're the Player*, conducted by Mike Hunnicutt and George Sutherland with teams of nine persons each quizzed on their knowledge of baseball and awarded cartons of the sponsor's product and tickets to the Reds' games.

**ARROWHEAD** & Puritas Waters Inc., Los Angeles (bottled water), thru McCarty Co., that city, sponsored 16 exclusive play-by-play descriptions of the 41st annual Southern California Amateur Golf Championship on KMPC, Beverly Hills, Cal., June 20-23, totaling approximately five hours of time during the three days. John Canady described the matches.

**DODGE DEALERS** of Chicagoland, on July 7 started a weekly half-hour *Hall of Sports*, featuring a battle of wits between nationally-known sports authorities, on WMAQ, Chicago. Broadcasts are handled by Jimmy Evans, former All-American gridiron star of Northwestern U. and includes as regular members Marvin McCarthy, sports editor of the *Chicago Daily Times*, and Herbert Graffis, editor of *Golfing* magazine. Two guests are selected each week. Stan Hack, Chicago Cub's third baseman, and "Red" Grange, of Illinois football fame, appeared on the first program.

**BRA-MOLL COSMETIC** Co., Los Angeles, new to radio, and placing direct, in a 17-week test campaign which ends Nov. 4 is using thrice-weekly participation in *Andy & Virginia* on KMPC, Beverly Hills, Cal.

**CHICAGO MAIL ORDER** Co., on September 17 will start a 13-week campaign of thrice-weekly quarter-hour programs on WLS, Chicago. Live talent musical shows are being considered. Buchanan & Co., Chicago, placed the contract.

**GENERAL MILLS**, Minneapolis, on July 1 started transcribed version of *Hymns of All Churches* on WLS, Chicago. Contract for five-weekly quarter-hour shows, 52 weeks, was set by Blackett-Sample-Hummert, Chicago.

**LAMBERT PHARMACAL** Co., Toronto (Listerine) has added CJOR, Vancouver, CHSJ, St. John, N. B., and CHNS, Halifax, for the weekly transcribed show *Charlie Chan*. Account was placed by Lambert & Feasley, New York, thru Dominion Broadcasting Co., Toronoto.

**FIRST** contract signed on the first day under the new Westinghouse management of KDKA, Pittsburgh, July 1, was a 26-week organ series for Philadelphia Co., Pittsburgh utility. R. S. McCarty, sponsor's advertising manager, wielded the quill, with (l to r) W. E. Jackson, KDKA sales manager, and John Holman, general manager, enjoying the ceremony.

### Burt's Boost

BURT'S Inc., Cleveland department store claimed to be the nation's largest local radio time buyer, recently signed a new contract with WCLE, Cleveland, which will increase its yearly radio billings to more than $70,000 starting July 15. The new contract adds eight spot announcements daily for a year to the present schedule, which takes 13½ hours of WCLE time each week. Devoting 90% of its advertising budget to radio, the firm started on WCLE several years ago with a small schedule of spot announcements and has used the station exclusively since. Simons - Michelson Co., Detroit, handles the account.

**LAKE, SPIRO & COHN**, Memphis agency, has placed a year's order for 800 spot announcements on WWL, New Orleans, for Plough Inc., advertising Mexican Heat Powder, Pentro Salve, Pentro Drops and St. Joseph Aspirin.

**CANUSA MFG.** Co., Toronto (medicinal), on July 1 started twice-weekly recorded interview-quiz feature, *What's The Answer*, with prize offer, on CKCL, Toronto. Radio Centre Ltd., Toronto, placed and produced the feature.

**PROGRESSIVE OPTICAL** System, Fresno, Cal. (chain optical house) on July 1 started sponsorship of *World on Parade*, a news broadcast on KGO, San Francisco, Monday through Friday at 8:25 a.m. (PST). The account is placed direct.

**UNITED DIATHERMY** Inc., Los Angeles (machine for home use), on July 8 started sponsoring the five-weekly quarter-hour *Early Morning News* on KMPC, Beverly Hills, Cal. Firm also sponsors a similar five-weekly program on KFWB, Hollywood, and plans to add other stations in Southern California. Sidney Garfinkel Adv. Agency, Los Angeles, has the account.

**ONTARIO** summer resorts and small town boards of trade have started a *Canada Calling* campaign featuring Ontario tourist attractions on WGR, Buffalo; WCLE, Cleveland; and CKLW, Windsor, Ont. Program is produced and recorded by Radio Centre Ltd., Toronto.

**SEVEN** new sponsors have been signed for the *920 Club* on WORL, Boston, according to Forjoe & Co., New York, WORL station representative. The program, heard seven hours daily in four sessions, features recorded music by name bands. Sponsors are Ex-Lax Mfg. Co., X-Bazin, Illustrated World History, Royal Crown Cola, Dioxygen Hand Cream and Hillcrest Laboratories. Forjoe also has announced the appointment of Charles Motta, formerly radio director of Reiss Adv. Agency, New York, as supervisor of the Italian-American advertising department.

**TIP TOP DISTRIBUTORS**, Cleveland (beer), is currently using daily 10-minute noon periods featuring racing news by Duke Lidyard on WHK, same city. Programs will continue throughout racing season. Ruthrauff & Ryan, Chicago, placed the contract.

**BOTTLED MOTOR OIL** Distributors, Los Angeles (Bottlube) new to radio, in a test campaign, on July 10 started for 13 weeks using seven time-signal announcements daily and six quarter-hour programs weekly on KFVD, that city. Glasser Adv. Agency, Los Angeles, has the account.

**RALPHS GROCERY** Co., Los Angeles( Southern California chain), frequent users of radio time, on July 8 started for 52 weeks, using participations five times weekly in the combined *California Kitchen*, *Bridge Club*, *Notebook* and *Mirandy* programs on KFI, that city. Other stations are being considered. Glasser Adv. Agency, Los Angeles, has the account.

**KEELEY INSTITUTE**, Dwight, Ill., has started a 13-week schedule of thrice-weekly quarter-hour transcribed musical dramatizations on WDZ, Tuscola, Ill. Beaumont & Hohman, Chicago, handles the account.

**AJAX BREWING** Co., Indianapolis, is currently sponsoring thrice-weekly quarter-hour *Hoosier Sport Shots* featuring Vic Lund on WIRE, Indianapolis. Appleton Adv. Agency, Muncie, Ind., handles the account.

**HAMLIN RED CROSS** Drug Stores, Binghamton, N. Y., is now sponsoring the thrice-weekly talks by Fulton Lewis Jr., MBS commentator, on WNBF, Binghamton.

**CALDOW PAINT** Co., Oakland, Cal., has started sponsoring the noon *Newspaper of the Air* thrice-weekly on KROW, Oakland.

### Radio Publicity Prize

**FIRST PRIZE** of $25 for the best job of radio publicity in 1939 was awarded the Chicago Alliance of Business & Professional Women for its quarter-hour script, *Interpreting Chicago to Chicagoans*, heard on WBBM, Chicago, last September, according to an announcement July 7 by Myrtle Ellen LaBarr, of Greensboro, N. C., publicity chairman of the National Federation of Business & Professional Women's Clubs. The national organization awarded prizes in three classes —radio publicity, editorials and cartoons, and news stories. Judges of the radio division of the contest were Mrs. Albert Lathrop, of Women's College, North Carolina U.; Charles Keaton, program director, WAIR, Winston-Salem, N. C.; Maj. Edney Ridge, director, WBIG, Greensboro, N. C.

### Sach's Opening Special

**MORRIS B. SACHS**, head of the Chicago retail clothing firm of the same name and one of the city's most consistent users of radio, on Aug. 2 will promote the opening of his rebuilt store with a full-hour, 9-10 p.m., broadcast on WENR featuring Joe Saunders and his orchestra; Nancy Martin, featured on the *NBC Breakfast Club*; Eddie Peabody, banjoist, and the Hoosier Hotshots, *National Barn Dance* quartet. NBC Announcer Charles Lyons will act as m.c. A 75-foot stage, with theatrical lighting and sound equipment, will be built in front of the store for the broadcast origination. The Wade Agency, Chicago, handles the account.

TRANSCRIPTION TOPICS by the LITTLE TAILOR

**IF YOU** will gaze deeply into the crystal ball, *Sahib*, Yogi Standard will read the future for you . . . Aha! The *Sahib* manages a radio station! How does the Yogi know? . . . *Listen, Bud, if I couldn't spot a station manager five counties away, there would be 11 million and 1 unemployed in the United States today!*

**BUT NOW** . . . I see a trip for you . . . I see a beautiful harbor, a handsome western city . . . I see a glorious Fair. (I see a rake-off from the San Francisco Chamber of Commerce, or they're dogs.)

**I SEE** tall, dark men . . . And short blondes . . . And red heads, and bald heads, and throbbing, splitting heads. Ah, yes! *A convention!*

**NOW THE** Yogi he hears music. Every kind of music: . . . concert . . . jive . . . hillbilly . . . martial . . . choral—But wonderful, all of it! And now—a half-minute drama leading up to a sock commercial climax—a SPOT-AD! But, of course—this could only come from the auditioning rooms Standard Radio will have at the St. Francis! Ah, today the Yogi he is too, too, divining.

**MY FRIEND**, you are shortly to hear Good News! In that very same Standard headquarters, you will hear an exciting message! All is not revealed, but the news concerns Tax-Free music—*a completely new Tax-Free set-up!*

**YOU WILL** come into Money! Heed the message of Standard at the NAB Convention, and you will find out how your station can come into Much Money under the profitable new Tax-Free plan!

**HOW DOES** the Yogi presage these things! Bud, when you've been presagent for the joint as long as the Yogi has—it's nothing, really.

*Are Your Transcriptions Up to Standard?*

Standard Radio

TAILORED TRANSCRIPTION SERVICE

CHICAGO • HOLLYWOOD

A SALES FORCE FOR YOU!

..IN LOS ANGELES AND SOUTHERN CALIFORNIA

Brief cases in hand, these gentlemen represent the three essential sales factors which KMPC combines to offer you the best dollar-for-dollar radio buy in the Pacific Coast's largest market.

**COVERAGE**

93.5% of Southern California's radio families—829,228 of them—live within the new KMPC .5 mv. Daytime contour. Actually, since this figure is based on communities of 2500 or more population within the area, the KMPC signal reaches many of the remaining 6.5% in smaller towns and rural districts.

**AUDIENCE**

Naturally, our blue prints for audience-building are being changed and added to constantly during the complete reorganization of the KMPC program structure. With all of this, the first five months of 1940 have shown an important increase in audience mail of 197%.

**AVAILABILITIES**

Here is something worth considering. At this point in KMPC's development, time and announcement availabilities are more attractive and abundant than on any other major Los Angeles station. And don't overlook several fast-building participating programs. We think you will be interested in things which have happened and are continuing to happen at

KMPC

THE STATION OF THE STARS

Beverly Hills ★ Los Angeles

NOW—5000 WATTS DAY

1000 WATTS NIGHT—710 KC.

ASSOCIATE CBS STATION

LEO B. TYSON, V. P. & GEN. MGR.

*Representatives*

**NEW YORK:** Roger E. Vernon, 101 Park Ave.
**CHICAGO:** A. K. Bucholz, 360 N. Michigan

BEST BUYS

**Andy and Virginia**—Southern California's early-morning favorites. Doing a great job for almost a dozen sponsors. Join the ranks at attractive participating costs.

**Open House**—Mildred Van conducts mid-morning studio variety feature now available on participating basis.

# *Purely* PROGRAMS

A DAILY afternoon hour during which studio visitors of CFGP, Grande Prairie, Alta., can talk to their home folks, is a new feature of the station, farthest north commercial broadcasting station in the British Empire. With the station located in a sparsely settled rural area in northern Alberta, the daily hour is popular with visitors from farms and nearby towns, some of whom have travelled more than 75 miles to the town, for their shopping. By talking to their families, most of whom have no phones but radios, they can advise when they will return and incidents of the trip to Grande Prairie. About 25 visitors a day speak on each program, with more on Saturdays. The program is locally sponsored and fills in with music between every six visitors' messages.

* * *

### Saver of Mates

A NEW TYPE of domestic problems program has been started on KFWB, Hollywood, by Hal Styles. Titled *Hearts Repaired*, the half-hour broadcast is a preachment against divorce. Styles conducts the program with 12 persons picked from the studio audience acting as a jury and rendering its verdict after hearing both sides of the problem presented. The radio audience acts as a court of appeal, with listeners invited to phone or write in their opinions. Each week a local judge is guest and gives his opinion on divorce. Styles is also creator and conductor of the job-finding program, *Help Thy Neighbor*, sponsored on KFWB by George Pepperdine Foundation, Los Angeles (philanthropic agency).

* * *

### Child Delinquency

PROBLEMS and causes of delinquency in children are presented in dramatized form on *Why Children Come to Court*, weekly half-hour series of programs on WNYC, New York's municipal station, presided over by Judge Stephen S. Jackson, justice of the Domestic Relations Court, recently appointed to head a bureau for the prevention of juvenile delinquency by Mayor F. H. LaGuardia.

* * *

### Women's Place

HOW American women aviators can assist in the national defense program is discussed on a series of weekly programs by members of the Women Flyers of America on WNEW, New York, featuring Mary Steele, Genia Novak and Ruth Haviland.

**BY REMOTE** from Flagstaff, KTAR, Phoenix, covered the annual Southwestern Indian powwow July 2-4. Here J. Howard Pyle, KTAR program director, is shown interviewing Chief Taptuka, a Hopi from the Indian village of Oraibi, Ariz., oldest continuously settled village in North America.

### Dances of the Years

GROUPS of children at summer play schools in the New York area are participating in the program series *Come Dance Through the Ages*, presented weekly on WQXR, New York, by Gertrude Mittlemann, concert pianist and educator, in cooperation with the Board of Education Summer Play Schools and similar groups. Dances from primitive times to today are taught on the programs, with music and dialogue presentations of the story of each dance.

* * *

### Choice of Mates

RKO THEATRES, Los Angeles, as promotion for the film "My Favorite Wife", shown at Hillstreet Theatre, that city, and Pantages Theatre, Hollywood, sponsored a series of daily quarter-hour interviews from the Los Angeles marriage license bureau on KFAC, June 26 to July 2, inclusive. Stunt was broadcast during the noon-hour rush, with Les Adams, station announcer, interviewing license applicants on "their favorite wife".

* * *

### Over the Bounding Sea

QUARTER-HOUR program of interest to owners of all types of pleasure sailing craft is broadcast every Monday evening on WOV, New York, with Lewis King giving news of yacht clubs, races, cruises, care of boats and other such items.

## KALTENBORN'S OIL

### Analyst Sends Neat Reply to Coast Heckler

A RATIONAL approach to an unusual proposition is illustrated by the recent reply of H. V. Kaltenborn, NBC news analyst, to a critic challenging him to a duel. On a business letterhead identifying him with the olive oil industry, a San Francisco complainant addressed his terse ultimatum to Mr. Kaltenborn in care of "Jewish Propaganda Bureau, Washington, D. C.": "I consider that you are a menace to the security and welfare of the United States. Therefore I challenge you to a duel with guns, swords, or fists at such time and place as you may choose."

Responding the following day, June 30, Mr. Kaltenborn declared: "I should be delighted to accept your duel, but what about traveling expenses, or do we meet midway in Chicago? Of course, we might save travel and expenses by substituting words for swords and puns for guns. And we can fire those at one another by mail. Or what do you say to pouring a little olive oil to calm the waves of controversy?"

* * *

### Sunday Night

CLIMAXING its Sunday broadcast day with two hours of late evening music, KSL, Salt Lake City, has started four distinct half-hour broadcasts between 10 p.m. and midnight as a fitting close for Sunday radio listeners. At 10 o'clock guest choral groups from Utah music centers are heard. The ZCMI string ensemble directed by Albert Shepard, sponsored by ZCMI Department Store, is carried during the next half-hour, with *Sunday Evening on Temple Square*, an organ program from the Mormon Tabernacle, and *Reflections in Music* following until midnight. To solidify the two-hour presentation, all continuity is handled by William Hardiman, with Albert J. Southwick handling production.

* * *

### Where's the Fire?

AS A public service and to relieve the load on the local telephone exchange, KFAR, Fairbanks, Alaska, at the sound of a fire alarm, interrupts whatever program is on the air with a short announcement giving the fire's location. The station reports that the new service has eliminated the jam of calls that heretofore resulted every time a blaze was reported.

EL Paso
A "natural monopoly"
$118,786,000 market
is best reached by
KROD
the Southwest's newest station-the only
Columbia Outlet
serving the *REAL*
SOUTHWEST

*Directional over New York*

*Now!* 5000 WATTS DAY and NIGHT

WBNX

YOUR BEST NATIONAL SPOT BUY

A NEW APPROACH TO THE NEW YORK MARKET

### Five or Ten

STUDIO audience members can now win special cash prizes during the weekly *Play Broadcast* programs, sponsored on MBS by Illinois Meat Co., Chicago, following a reorganization of the show. Bill Anson and Bob Elson select contestants from the audience, who are offered the alternative of taking $5 on the spot and not participating, or taking a chance on a question, which, if answered correctly, doubles the original $5 prize. If the contestant fails to answer the query, he must give $4 of the original $5 to "Jack the Crackpot", the money then being added to the amount which the next contestant can win. Neisser-Meyerhoff, Chicago, handles the Illinois Meat account.

* * *

### Labor Relations

TO PROMOTE public interest in the principles of arbitration for industrial disputes, WMCA, New York, is presenting a weekly *Labor Court* program during which arbitration cases are tried, the decisions of the board receiving full legal recognition. The board consists of three arbitrators, permanent member of which is Samuel Zack, authority on labor relations. The scope of the radio labor board includes all employe relationships, whether or not union contracts are involved.

* * *

### Balloon Bucks

NOVEL man-on-street series started July 8 on WHK, Cleveland, is *Balloon Busters*, featuring Announcers Carl Mark and Francis Pettay in front of the city's Terminal Tower. Equipped with a dozen inflated balloons, each containing a question on a slip of paper, the announcers thrice-weekly invite passersby to puncture a balloon, answer the question and win a dollar.

* * *

### Canton Greeting

GREETING the community's newest citizens, WHBC, Canton, O., has started a new thrice-weekly birth announcement program, *New Citizens*. Parents are congratulated over the air by Janet Baker, and the sponsor, a local dairy, mails greeting cards to each baby. Hospitals cooperate by supplying names and arranging for mothers to hear the program.

* * *

### Guns of the Air

HUNTING enthusiasts are invited to participate in the instructive sessions of the new *Gun Club of the Air* on KGNC, Amarillo, Tex. General information on hunting, rifles, shotguns and cartridges, their uses and maintenance, are discussed by local sportsmen and rifle experts conducting the sessions.

* * *

### Average Americans

TYPICAL American families, selected weekly from each State for an all-expense paid tour to the New York World's Fair, tell their experiences in weekly broadcasts on WMCA, New York, originating from the station's studios in the Johns-Manville Bldg. at the Fair.

* * *

### Naval Lore

TRACING exploits of U. S. naval vessels and their commanders in war and peace, Colonial Network on July 2 started the new weekly series, *Famous Naval Men & Ships of History*. Originator and m.c. of the series is Lieut. Arthur C. Sullivan, USNR.

### Under the Earth

TO PROMOTE mining safety 13 coal companies of the region are sponsoring the *Logan County King Koal Variety Show* on WLOG, Logan, W. Va. The Sunday afternoon half-hour presents mine employes and members of their families in variety stints, with the bulk of the program built around "The Old Inspector", who describes details of a mine casualty on each program and asks listeners for solutions to prevent repetition of the accidents. The winner of each contest appears on the following week's program. The show is written and directed by Martha Jane Williams, formerly of WHIS, Bluefield, W. Va., and Frederic W. Ziv Adv. Agency, Cincinnati.

* * *

### Know Their Sponsors

NEW contest feature, *Do You Know?*, on WROK, Rockford, Ill., has 10 participating sponsors. Listeners win theatre tickets by listing the sponsors and answering a daily question, answer to which is given in one of the commercials. Daily and weekly cash prizes are awarded for best letters written about one of the firms or products advertised.

### At the Curb

AS PART of its expanded farm program, WBIG, Greensboro, N. C., in July started Saturday pickups from the Greensboro curb market. The pickups feature interviews and impressions from the market, price quotations and other information designed to keep sellers in touch with the demand and to advise buyers on prevailing prices. The station also plans to extend its coverage of organized farm activities through cooperation with farm and home agents of the area.

* * *

### Advertising Dope

WOV, New York, on July 11 inaugurated a change in the weekly *Men Behind the Ads* program, which heretofore has featured quarter-hour talks by leading figures in the field of advertising. Program is now divided into three parts, first a general discussion of advertising, followed by a short dramatization of how an account is handled by an agency, and finally a consumer quiz. The July 18 program will feature Gilbert T. Hodges, former president of the AFA, now with the *New York Sun*, but July 25 starts the regular three-part setup.

### Covered All-Star Game

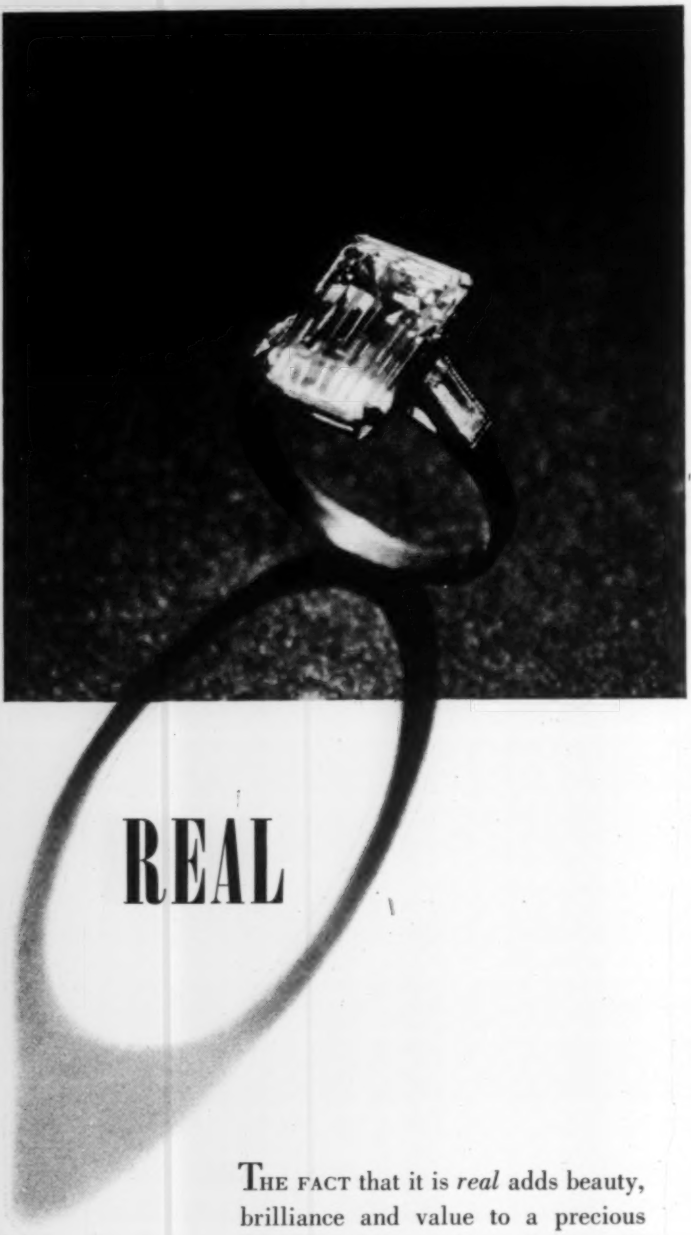
ANNUAL All-Star baseball game played July 9 from Sportsman's Park, St. Louis, was broadcast from 3 p.m. to approximately 5:45 p.m. by CBS, MBS, and NBC-Blue. Mel Allen, sports commentator of WABC, New York, and Frank Laux of KMOX, St. Louis, covered the event for CBS; Red Barber, WOR, Newark, Bob Elson, WGN, Chicago, and John O'Hara, KWK, St. Louis, covered for MBS, and for NBC, Ray Schmidt and Tom Manning did the reporting.

Dominant
IN THE 9th RETAIL MARKET
KSTP
The Northwest's Leading Radio Station
NBC BASIC RED NETWORK
MINNEAPOLIS ● ST. PAUL, MINN

NO STOPS
Full Speed Ahead!

Winter or summer the KFYR schedules carry a full quota of satisfied advertisers. See that your fall availability requests for preferred spots reach us early.

KFYR BISMARCK, N. DAK.
MEYER BROADCASTING COMPANY
NBC Affiliate • 550 Kilocycles • 5000 Watts Day • 1000 Watts Night
National Representatives: John Blair & Company
The Regional Station with the Clear Channel Coverage



REAL

THE FACT that it is *real* adds beauty, brilliance and value to a precious stone. The same thing might truthfully be said of broadcast sound. Programs are carefully cut and polished like a gem. Then they are entrusted to telephone circuits for transmission to network stations across the country.

It is a matter of scientific pride with telephone engineers that every network program be carried to each station with fidelity. That is why Bell Telephone Laboratories have worked, and continue to work, searching out new and better facilities for the transmission of network programs.

## *in the* CONTROL ROOM

**ALFRED E. ECKSTRAND**, sound engineer for Communicating Systems Inc., has been appointed production manager for American Television Corp., an affiliate, which plans to have its Videor receivers on the market by Aug. 1.

**BERNARD T. WILKENS**, chief engineer of WKBN, Youngstown, is back from a naval reserve training cruise on the Great Lakes. He is an ensign.

**ARNOLD NYGREN** has been named chief engineer of WFIL, Philadelphia, according to an announcement by Roger W. Clipp, general manager. He has been acting chief engineer for the last six months, following the resignation of Frank V. Becker, who left to manage WTBO, Cumberland, Md.

**KEN C. HEDDENS**, formerly of KVFD, Ford Dodge, Ia., has joined the engineering staff of KGVO, Missoula, Mont. He succeeded Randolph Ogg, who resigned to join WCAU, Philadelphia.

**JAMES HUDSON**, formerly of WJBY, Gadsden, Ala., has joined the engineering staff of WSIX, Nashville.

**MORT BORROW**, engineer at WPEN, Philadelphia, married Harriet Baron in June while on vacation.

**CLARENCE SEAMANS**, KFI-KECA, Los Angeles, night engineering supervisor, and Margaret E. Halsted were married recently in Pasadena, Cal.

**FREDERICK WHEELER**, of the engineering staff of WKY, Oklahoma City, is author of an article, "What's Next in Radio?" in the July issue of *Cuff Stuff*, house organ of the Oklahome Publishing Co. Most of the article is devoted to FM.

**DENNIS ROBINSON**, Windsor, and Alex Thompson, Sault Ste. Marie, Ont., have joined CKLW, Windsor, as studio and transmitter engineer respectively.

**BLAIR THRON**, formerly of WTRY, Troy, N. Y., has joined the new WFPG, Atlantic City, as chief operator. Waldo Whitman, of WKIP, Poughkeepsie, N. Y., has succeeded Thron at WTRY.

**ART PECK**, engineer of WCCO, Minneapolis, is the father of a boy born recently.

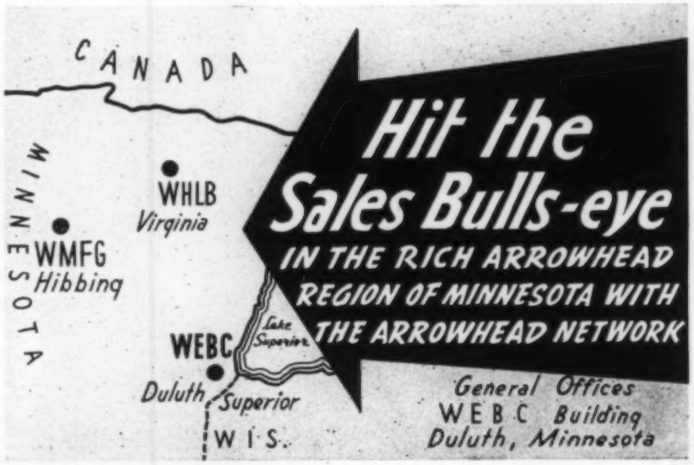
**WILLIAM LOWRY**, for the last two years on the engineering staff of KITE, Kansas City, has been named chief engineer of the new WINN, Louisville.

**LISTENERS** of WENR, Chicago, were treated to a radio trip through the station transmitter located in Tinley Park, Ill., during the weekly broadcast of *Radio Fanfare*, June 21, at 6 p.m. Homer Courchene, engineer (seated), was host to John Holtman, announcer, during tour of 50,000-watt transmitter. In recent weeks *Radio Fanfare* has featured back-of-the-scenes visits to various key departments of NBC, Chicago, such as the main control room, news department, continuity, sound effects and recording divisions. This program is written by the press department.

### Government Engineering Exams

THE U. S. Civil Service Commission on July 8 announced examinations to fill engineering positions in the Government in various specialized fields, including radio, telegraph and telephone. Salaries range from $2,600 to $4,600 a year, less a retirement deduction of 3½%. Applicants must have had study in an engineering course in a recognized college, and professional engineering experience in the branch of engineering for which application is made. Applicants will not be given a written test, but will be rated on their qualifications as show in applications and corroborative evidence. Full information as to the requirements for the examinations, and the appropriate application forms, may be obtained from the Secretary of the Board of U. S. Civil Service Examiners, at post-offices, or from the U. S. Civil Service Commission, Washington, D. C.

**JERRY BERANEK** and Harlan Strothers, recent graduates of the electrical engineering department of the U. of Southern California, have joined the CBS Hollywood public relations staff. They are in charge of the new RCA television demonstrations which are a feature of the Columbia Square guided tours.



# Relative Decline In Cost of Radio

### Reduction of 48% in Cost to Sponsor Noted in Decade

CONCRETE figures on the declining relative cost of radio advertising, illustrating a trend applying to the whole industry, have been published by CBS after an examination of gross circulation figures and program ratings of the Cooperative Analysis of Broadcasting [BROADCASTING, July 1]. Applying research figures to its own situation, CBS announced that gross costs to an advertiser on CBS had declined from $1.48 per thousand listeners in 1930 to 77 cents in 1940, or a 48% reduction in 10 years, while since 1936 the net cost per thousand listeners had declined 43%, from $7.23 to $4.10 in 1940.

In making its calculations, CBS statisticians noted four "steady increase factors—radio ownership, radio use, CBS coverage and the CBS share of the listening audience. From an industry standpoint, it is notable that the first three factors—increased radio ownership, use and coverage—may apply generally to other networks and individual stations.

#### More Listening

The brochure, titled *More for Your Money*, developing various aspects of the trend, notes that major space media, as well as radio, are delivering more circulation per dollar in 1940 than in any previous year, although space costs have not dropped so spectacularly as time costs.

In its survey of gross circulation costs since 1930, CBS takes into consideration the growing number of U. S. radio homes since 1930, from 12,000,000 to over 28,000,000 families; the 259% increase in CBS-area radio homes; a jump from 64% to 96% of all U. S. radio families living in CBS primary evening areas; CBS' network growth from 61 to 110 stations by January, 1940, with increasing primary coverage through new stations and increased power at twice the rate of increase in total number of radio families. The 48% cost decrease is based on the rate of a CBS evening half-hour on entire network, plus 50% for talent each year.

Costs to the individual advertiser are cut still further, according to CBS, by the increase in listening. The brochure points out that in 1930 an average of 76% of all radio families listened sometime each day, for an average of 3.9 hours daily, while in 1940, 86% of all radio families listen an average of 5.1 hours daily. On this basis CBS claimed a 426% increase in the hours of family listening each day in its primary evening areas in the last 10 years.

Citing CAB program ratings for the median CBS evening half-hour program, CBS claimed a 99% increase in program ratings since 1936, jumping from 7.2 to 14.3. It also pointed out that all network ratings have increased since 1936, from 7.5 in 1936 to 12.8 in January-February, 1940.

Combining the effect of all these factors in estimating net circulation costs, CBS claimed a minimum increase since 1936 of 154% in actual audiences delivered to the sponsor of the median CBS evening half-hour program, with CBS time and talent costs increasing much slower than this. With CBS program audiences increasing from 1,333,440 in 1936 to 3,389,100 in 1940, actual net cost per thousand listeners on CBS was determined as dropping from $7.23 in 1936 to $4.10 in 1940, a 43% decrease.

## BMI Plans

(*Continued from page 18*)

are prepared for radio presentation, he stated, adding that this is the first time stations have ever had a regular supply of music arranged especially for them. The interposition of a control room, where music can be amplified and modified, between the performers and their audiences, he said, makes arranging for radio a problem differing in many ways from that of arranging the same tune for performance in a theatre or concert hall.

Public domain music, always in demand, is today more popular than ever, Mr. Gutman stated, expressing the belief that this trend toward the old, familiar songs will continue for some time. With world conditions as they are, he explained, people instinctively reach back to the old songs, reminiscent of the days when there was security. There is also a definite trend toward a better type of popular music, he said. The widespread broadcasting of classical music has made the listening public unsatisfied with tunes that are flimsy or poorly constructed, and while most listeners may not realize it, they have become more critical of what they hear and are insisting that the popular tunes have real musical merit.

## For Saturday Morning

TO ENTERTAIN the constantly growing Saturday morning radio audience, CBS on July 6 started four sustaining summer programs in the period from 10 to 11:30 a.m. First is *Honest Abe*, a series of human interest episodes in the early life of Lincoln, starring Ray Middleton, actor and singer. Other programs include *Let's Be Lazy* with Tom Moore as m.c. and Dale Evans as singer; *Singing Bee*, audience participation show with Welcome Lewis, and *Old Dirtdobber*, featuring horticultural expert Tom Williams answering questions about the care of home and city gardens.

ON JULY 6 *The Old Dirt Dobber*, daily gardening feature for more than six years on WLAC, Nashville, started on a coast-to-coast CBS hookup, and is now heard Saturdays, 9:05-9:30 a.m., as well as daily on WLAC.

## Drug Chain's Displays

OPERATING 42 retail drug stores in Northeastern and Central Ohio, Weinberger Drug Co. on July 10 completed arrangements with WHK-WCLE, Cleveland, for special radio displays in windows in each of the stores for a two-week period starting July 29. Claimed the largest promotion of its kind in the area, the displays will feature WHK-WCLE advertised products. Arrangements were made by Marvin L. Kahn, advertising manager, and Frank Stastny, display manager of the drug company. Weinberger stores in and around Columbus will feature displays devoted to products advertised on WHKC, Columbus. Products to be displayed include more than 60 drug, tobacco, cosmetic, and household items.

WDRC
CONNECTICUT'S PIONEER BROADCASTER
FOR SALE
Planning an announcement schedule in the Hartford Trading Area? We have several participating programs which are custom-made for your needs. Daytime or evening. Write Wm. Malo, Commercial Manager, WDRC.
HARTFORD, CONNECTICUT
CBS

More for Your Money!
NBC STATION
WTCN
MINNEAPOLIS ST PAUL
Offers You Over
800,000
POTENTIAL LISTENERS
in
ST. PAUL AND MINNEAPOLIS
2 MARKETS
for the price of one!
FREE & PETERS, INC.
National Representatives.
New York
Chicago
Detroit
Los Angeles
San Francisco
Atlanta
WTCN is owned and operated by the St. Paul Dispatch-Pioneer Press and the Minneapolis Tribune and Times-Tribune.

KGVO
MISSOULA-COVERS
A LOT OF GROUND
IN MONTANA

We Welcome
TEST CAMPAIGNS
—because KWKH serves one of America's most receptive markets within a 150 mile area of Shreveport.
50,000 *Watts*
A SHREVEPORT TIMES STATION
KWKH
*Represented by The Branham Co.*
CBS
Shreveport Louisiana

Youngstown's mills are booming. Youngstown people have money to spend. Reach them through the station they all listen to—
WFMJ
YOUNGSTOWN, OHIO

Where
BROADCASTERS
MEET
THE MAYFLOWER
in the
CAPITAL

**DAILY transcriptions on the register of Washington's Finest Hotel heralds the arrival of the nation's leading broadcasters. They like the convenient location of this famous hostelry to N.A.B. Headquarters and the completeness of its modern services. Rates are no higher than at less finely appointed hotels.**
SINGLE ROOMS FROM $4
DOUBLE ROOMS FROM $6
All with Bath, of course
The
MAYFLOWER
WASHINGTON, D. C.
R. L. Pollio, Manager

# FTC's Procedure Criticized by ANA

APPEARING as representatives of the Assn. of National Advertisers, G. S. McMillan, ANA secretary, and I. W. Digges, ANA counsel, on July 10 attacked various phases of Federal Trade Commission procedure at a hearing of the Attorney General's committee on administrative procedure in Washington. During the last several weeks the committee has been holding hearings at which private parties are given an opportunity of voicing their suggestions on procedure of Government administrative agencies.

The ANA representatives' principal criticism lay with the FTC procedure in issuing complaints against business concerns "relating to alleged falsity of advertising claims before there has been any determination on the merits of such claims". Mr. McMillan declared this practice on complaints "often results in very real damage to national corporations", since the publicity accorded complaints may be used by competitors to damage a concern and also makes a bad impression on the public. Mr. Digges recommended that complaints be withheld until the defendants have an opportunity to answer, and that both sides of the case be made public simultaneously.

### FCC Reforms

At an earlier hearing, on June 27, Duke M. Patrick, past president of the Federal Communications Bar Assn., advocated reforms in FCC procedure, designed to promote independence of decision. Charging there was "no shadow" of independent judgment or thought by FCC officials presiding at FCC hearings, Mr. Patrick recommended that trial examiners for Federal commissions be organized under a separate agency, such as the Department of Justice, and assigned as needed; also that steps be taken to advance the status and dignity of presiding officers if this function is retained.

Declaring that the FCC was reluctant to grant hearings on applications for broadcast licenses and was arbitrary in ruling upon petitions to intervene in proceedings, he also suggested that the judicial and legislative functions of the FCC be separated. He said that FCC decisions sometimes are based on information and interpretations received from technical divisions through memoranda and informal conferences, advocating that records include such information, to make it available to all parties.

On July 11 Russell P. Place, NAB counsel, advised the committee by letter of the NAB's endorsement of Mr. Patrick's stand, with three exceptions: (1) the FCC should be encouraged to express its principles and policies in formal regulations without undue procedural obstacles; (2) judicial review of rules and regulations should be limited to the U. S. District Court for the District of Columbia; (3) in all quasi-judicial proceedings before the FCC, there should be an opportunity for facts to be judicially found by an independent examiner or some independent tribunal. Mr. Place urged in particular that in cases involving revocation of or failure to renew broadcast licenses, and "where the licensee's entire business is at stake," there be provided a separate judicial determination of the facts as well as the law.

### Covers Willkie

WITH radio established as a principal campaign media, NBC on July 12 announced appointment of Charles (Bud) Barry as special announcer assigned to GOP Presidential Candidate Wendell Willkie during the 1940 campaign. Starting with Mr. Willkie's acceptance speech in Elwood, Ind., Barry will accompany the Willkie campaign party wherever it goes, acting as general contact man for NBC as well as handling all the NBC appearances of the Republican candidate. His duties will parallel those of Carleton Smith, NBC presidential announcer. Barry, who entered radio in 1937 when he joined WRC-WMAL, NBC Washington keys, was night supervisor of the stations at the time of his appointment.

# Few Continuities Catch FTC's Eye

## Only 1 Out of 25 Scanned Is Selected for Investigation

COMMERCIAL radio continuities with few exceptions are maintaining their responsibility for advancing valid advertising representations, according to figures released July 15 by the Radio & Periodical Division of the Federal Trade Commission. The figures analyze results of the Division's scrutiny of advertising claims in newspapers, magazines and radio during the first half of 1939.

Of a total of 334,532 commercial radio scripts and transcribed programs, only 4.2% were marked for further investigation. Marking of the continuities indicates only initiation of inquiry and does not represent any final adverse action by the FTC, the Division explained. During 1939, 123,646 magazine advertisements were examined, 12.1% of which were marked for further investigation. Of 124,793 newspaper advertisements checked, 7.9% were marked.

### Industry Breakdown

The Division examines scripts supplied by national and regional networks and by individual stations, as well as transcriptions supplied by producers of commercial recordings. Of a total of 24,618 national and regional network scripts examined, 16.4% were marked—22.2% of 15,390 national network scripts and 6.5% of regional network scripts. Among individual stations' commercial continuities, 2.3% of the 113,927 scripts supplied by low-power local stations were marked; 3.3% of 150,192 supplied by 1,000-watt stations; 4.4% of 19,736 by high-power regional stations (up to 10 kw.); 7% of 21,932 by high-power clear-channel stations. Of 305,787 continuities furnished by individual stations, only 3.3% were marked. Of 4,127 transcriptions examined, 13.4% were marked.

KXOK, St. Louis independent station, on July 9 originated the major League All-Star baseball game, played in St. Louis, for NBC-Blue. KXOK normally feeds the ball games to a six-station hookup in Illinois and Missouri, under Hyde Park Brewing Co. sponsorship, but waived the commercials to make the all-Star pickup.

# Station Control By Westinghouse

WESTINGHOUSE has completed with "uninterrupted routine" its first fortnight of full operation and management of its radio stations since cessation of its programming-sales arrangement with NBC, according to announcement July 12 by Walter C. Evans, manager of the company's radio division. The new operations were touched off at a pre-opening executive meeting in Baltimore attended by A. W. Robertson, chairman of the board of Westinghouse. Mr. Robertson sketched the operating philosophy of the Westinghouse company, abstracted basic policies and set forth the ends to be served by the broadcasting operations.

Most of the individual members of the group introduced to Mr. Robertson had been employed by NBC. Stations represented at the meeting were KYW, Philadelphia; KDKA, Pittsburgh; WBZ-WBZA, Boston-Springfield, and WOWO-WGL, Fort Wayne. The latter two stations have been separately operated by Westinghouse in the past.

In discussing the new broadcasting activity under his direction, taken over July 1, Mr. Evans said: "We take over at a time of unusual opportunity for usefulness to the public. When there is such universal consciousness of the problem of our collective security, it seems important to point out that while national defense is not a state of mind, it proceeds from a state of mind.

"Radio and the press are man's most powerful tools to mould mass thiught. Together they constitute our first line of defense. When the public is groping along unfamiliar ways, perplexed and uncertain our responsibility is substantially greater.

"Westinghouse with 20 years broadcasting background is fully prepared to serve in any national emergency. At this time we renew our pledge to broadcast only those things which meet the test of public interest, convenience and necessity. Broadcasts which bear on this vital subject of defense will always reflect an accurate and trustworthy approach.

"Information presented over our transmitters under the guise of news will be news. As now, it will be carefully culled and filtered at the source. It will be intelligently processed, without bias. It will be objectively presented. Our service will be responsive and responsible, as we remain mindful of the incalculable power of the instrument entrusted to us."

### KBIX Setup Changes

APPOINTMENT of O. C. Benjamin as station manager of KBIX, Muskogee, Okla., was announced July 11 by Tams Bixby, Jr., vice-president, along with other personnel changes. Mr. Benjamin will continue as sales manager. Tams Bixby III, former program director, was named assistant to Mr. Benjamin. Mark Weaver has been shifted to the program department, handling network and local traffic as well as programs. John Black was named chief announcer and Ed Edmondson and Sigfred Floren were added to the announcing staff. Allen Hall, new to radio, is in charge of promotion and merchandising.

## *Network Commentators in Paris Safe; German Shortwave Operations Confuse*

FORMER Paris representatives of the American networks, who had deserted Paris following its capture by the Nazi Army and had followed the fugitive French Government first to Tours and then to Bordeaux and who had lost contact with their home offices in New York when the last French shortwave transmitter fell into German hands and ceased operations [BROADCASTING, July 1], are now all reported alive and safe.

Eric Sevareid and Edmond Taylor, CBS correspondents, and Taylor's wife escaped to Spain and from there took a tramp steamer to London, arriving there ten days after leaving Bordeaux. Taylor is now enroute to America, while Sevareid remains in London to assist Edward Murrow, chief of the CBS foreign staff.

### Others Now Safe

Waverly Root, MBS commentator in Paris, and Victor Lusinchi, who covered the French Army for this network, with their wives and Root's infant daughter, were aboard the *Manhattan*, bound for New York. They too made their way from Bordeaux to Spain. NBC's Paul Archinard remained in Bordeaux until the armistice was completed and has since gone to establish his family in a small village in the unoccupied section of France before again taking up his duties for NBC. Another member of NBC's Paris staff, Miss Helen Hiett, managed to get into Switzerland and has been on the air several times from Geneva.

Newest member of radio's foreign reporting fraternity is David M. Anderson, who has just been named CBS correspondent in Stockholm. A native of California, Anderson has been in Sweden for the past year as an English teacher, translator, free-lance writer and broadcaster in English over the government shortwave station at Motala.

### German Operations

Networks are maintaining their regular daily pickups from the European capitals, with Rome replacing Paris as the third regular stopping place on the roundups which include London and Berlin. In the lull in the fighting that has followed the French capitulation, there have been no broadcasts to equal in dramatic quality those of the signing of the armistice or the German "cease firing" broadcast.

The German acquisition of Norway, Denmark, Holland, Belgium and Northern France, including of course all of the radio facilities in these countries, both local and international, has caused a great deal of confusion among shortwave fans in America. Programs are heard from stations with familiar calls but operating on different waves and in such a way as to lead some listeners to the belief that practically all of Europe has been hooked up into a single German-controlled network.

Listening posts at CBS and NBC, however, report that as far as they can determine, Germany is now operating the stations and networks in the conquered territories and occasionally hooks them up for a special broadcast, but that nothing more elaborate has been done.

Further confusion occurred when Press Wireless reported that its listeners on Long Island had heard a German program broadcast by a Japanese station, indicating that the Nazi network had made a great stride toward encircling the globe. Investigation by the CBS listening post however, led to the discovery that a German station and a Japanese station both use the same wavelengths, 15.16 mc. As German stations frequently sign off without a closing identification, and as the Japanese station immediately signs on with its call letters, JZK, listeners erroneously identify the new call with the program just heard. Thus, says CBS, the report of the German-Japanese network is "premature".

## TALE OF A TROUT

### WTRY Angler Now Eligible For His Own Prize

DON LYON, continuity director, who conducts a tri-weekly fishing program featuring tall tales and titled *I Can Think of a Better One* on WTRY, Troy, N. Y., took time out the other day to do some fishing himself. He reports he caught a 40-inch lake trout weighing 25 pounds in Taylor Pond in the Adirondacks. He caught it, he avers, after his line had broken and he thought he had lost it. Another member of the party reeled in, thinking he had a strike and found Lyon's line caught on his hook.

The trout was said to be the second largest ever caught in Taylor Pond. The record catch, two ounces heavier, was made by Don's father. Whether Don is claiming for himself the weekly prize he offers for the "best one" of the week, was not reported.

## *DETROIT, ST. LOUIS FIRST TO SEEK FM*

DETROIT and St. Louis respectively were applicants Nos. 1 and 2 for FM stations, pursuant to the rigid new rules and requirements specified by the FCC for commercial FM operation [see page 78].

James F. Hopkins, president of WJBK, Detroit local, filed July 10 for a 2,000-watt Class B station, in that city, to cover an area of 3,050 square miles, and was followed two days later by the *St. Louis Star-Times*, licensees of KXOK, St. Louis, and KFRU, Columbia, Mo. Elzey Roberts, publisher of the newspaper and head of the stations, and Chet Thomas, manager of KFRU, who is identified also with the management of the St. Louis outlet, personally filed the applications.

The St. Louis application is for a Class C station, to cover an area of approximately 8,900 miles, with output of 3,000 watts. It would be located atop the Continental Life Bldg., one of the tallest in the city.

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LICENSES covering construction permits were issued by the FCC July 12 to the new WSOO, Sault Ste. Marie, Mich., and WHKY, Hickory, N. C., both of which are now in full operation.

WJR
DETROIT
50,000 WATTS
CBS

Michigan's greatest advertising medium

For more information about WJR, one of the sixteen CBS 50,000 watt stations, inquire of Edward Petry and Company

THE GOODWILL STATION

# Engineers Inspect Yankee FM Site

## Some 350 IRE Delegates Take Trip to Paxton Transmitter

CLIMAXING a week-long annual convention held in Boston, more than 250 members of the Institute of Radio Engineers traveled some 50 miles from Boston to Paxton, Mass., June 29, to inspect the Yankee Network's 50,000-watt FM transmitter, W1XOJ, located atop Mount Asnebumskit, outside of Worcester.

The turnout, considering the fact that the excursion was held as the closing feature of the conclave, was surprising, since the large group of delegates stayed until late to hear a special relay demonstration.

More than a third of all delegates registered at the convention attended as guests of the Yankee Network, coming from Boston in a fleet of chartered buses.

### New Equipment Inspected

In addition to the giant 50,000-watt REL transmitter, biggest regular FM plant in the country, the visitors inspected the beginning of W1XOJ's new antenna setup which will include a special steelwork tower on the brow of the mountain, effectively improving the station's coverage.

They stayed until late for a picnic supper and to hear Major E. H. Armstrong demonstrate the capabilities of FM with a relayed program that originated in Yonkers (W2XAG) and was sent via W2XMN and W1XPW to the Massachusetts mountain top some 225 miles distant. The large attendance, considering the mileage from Boston and that most delegates were in a hurry to return home after the week-long conclave, far exceeded expectations.

## FM Sets on Market

STROMBERG - CARLSON Mfg. Co., New York, which has been promoting its FM sets with spot announcements on WQXR, New York, for some time, reports that its nine FM models, equipped with the 42 to 50 mc. band spread, are ready for merchandising and will be promoted extensively in regions where FM stations are located during 1940. The table model sells for $74.50, while console models, with AM as well as FM, range from $169.50 to $395, with phonograph combinations running from $265 up.

### FM For Radio Ranges

CIVIL Aeronautics Authority has purchased four General Electric 250-watt FM transmitters to control radio-range equipment in Alaska, the company reports. The FM transmitters will be used by operators on the mainland to control remote radio ranges set up by the CAA on Hinchenbrook Island, near Cordova, and Ralston Island, near Juneau, as beacons for aircraft flying the beam over that area. Voice circuits are also provided so that weather reports may be sent out from the range stations by the operators on the mainland.

### Brazil Plans Campaign

A CAMPAIGN to promote tourist trade between the United States and Brazil is planned by the Brazilian Government, which will open offices in New York, Chicago and perhaps San Francisco, according to the U. S. Department of Commerce.

**HOSTS** to more than 350 IRE conventioneers at the Yankee Network's Mt. Asnebumskit transmitter for a demonstration of FM were John Shepard 3d, president of the Yankee-Colonial networks (right) and Irving B. Robinson, chief engineer of WAAB, Boston.

### Argentine Expansion

THE DUTCH radio manufacturing firm, Philips, is planning to extend production activity in Argentina, compensating for disruption of its Netherlands facilities, the U. S. Department of Commerce was informed July 11 by Vice-Consul Joe D. Walstrom, Buenos Aires. This expansion is blamed for the declining demand for American radio products. The Philips company accounted for half of the 2,000,000 tubes sold in Argentina last year. Argentine set sales amount to about 200,000 a year, most of them domestic products. American radio exports to the country, mostly parts and tubes, totaled $1,376,264 in 1939, $1,859,216 in 1938 and $2,621,806 in 1937.

BRUCE BARRINGTON, news editor of KXOK, St. Louis, and a captain in the anti-aircraft reserve, is assisting in the recruiting drive being pushed by the Army in the St. Louis area.

# Action Is Planned On FM Network

## Independent Project Slated For Convention Discussion

ACTION on preliminary plans to establish an independently-owned network of FM stations, to cover some 40 major markets, may be taken within a few weeks, possibly in San Francisco during the NAB convention Aug. 4-7. The matter was first broached at a meeting in Chicago June 20 called by John Shepard 3d, president of Yankee Network and leading proponent of commercial FM [BROADCASTING, July 1].

The projected independent network would not be identified in any fashion with FM Broadcasters Inc., trade group formed to foster FM development, Mr. Shepard asserted July 7. Commenting on the report published in the July 1 BROADCASTING that "a group of members of FM Broadcasters Inc." discussed the plan, Mr. Shepard emphasized that the proposed network "has nothing whatever to do with the trade association", and pointed out that FM Broadcasters Inc. is open to all stations, even in the same cities. Mr. Shepard explained that a network operation of necessity cannot accommodate competing stations in the same market.

At the June 20 meeting several exploratory committees were appointed to study the indeyendent network project. These committees were assigned such tasks as determination of whether wire or radio relays or a combination of the two would be technically feasible; economic and rate data; programming, and kindred problems. Discussion centered around launching of the network by September, 1941.

Full discussion of FM during the NAB convention in San Francisco is planned. An open meeting tentatively has been set for Aug. 7, at which time all aspects of FM will be discussed. A demonstration of FM transmission also is planned, but this is contingent upon installation of necessary equipment and of finding a suitable location. Mr. Shepard is expected to preside at this meeting.

# *Better Reception, More Stations Loom, Says FM Group in Replying to Attack*

ANSWERING the anonymous four-page mimeographed attack on frequency modulation, titled "Why Frequency Modulation?", mailed from Birmingham to broadcasters and newspapers throughout the country during the past two weeks, FM Broadcasters Inc. has prepared a reply, "Frequency Modulation? . . . And Why Not?"

Denying that either listener or broadcaster will benefit from the introduction of the FM system of broadcasting, the anonymous letter charges that only the manufacturers will benefit. As many more stations will be required under FM, "the sale of these transmitters would of course make a juicy little diet for the manufacturers," and as FM will also "mean a complete replacement of present day receiving sets, the total runs into a tremendous figure," it declares.

### Static and Fidelity

FM's claim that it is desirable because less static and interference is received is met by the statement that, according to "any number of research bureaus", only about 3% of listeners are obliged to take their broadcasting with an amount of static which could be deemed disturbing.

FM's second claim, that it is capable of delivering a higher degree of fidelity, is likewise challenged by the letter. First it points out that there is no lack of high fidelity at the transmitters "because the FCC has set up standards which oblige transmitters to maintain a degree of fidelity far beyond that of which any household set is capable of reproducing."

Turning then to the receiver, the letter continues: "Commercial high-fidelity receivers can be purchased, but they are high priced and the desire has so far been expressed by not more than 15% of radio set purchasers, and the practice of these users has been to immediately destroy the actual high fidelity of the set by setting the 'tone control, so that they receive an excess of bass and low frequencies rather than enjoy the high fidelity of which these sets might be capable. It therefore becomes apparent that the public are not suffering through any lack of high fidelity through the present system of broadcasting."

So much for the listener, says the letter. What about the more than 800 broadcasters, "the great majority of whom have worked long and hard over a period of years to develop a franchise which they thought justified them in creating an American institution which was something besides just an advertising medium? . . .

"So far as any information is available to date, it would appear that the priority and development work of these broadcasters would go for naught . . . although they may have developed a high degree of efficiency and 'listener' following' through the use of their 'AM' facilities, they are quite apt to find a newcomer in their local field enjoying greater power, greater coverage, greater financially powerful affiliations and all the pioneering and development work and expense will have gone for naught."

### Background Noise

Answering the charges, FMBI admits that surveys show that only a small percentage of listeners are bothered by static, but adds that surveys "also indicate that almost every urban dweller at some time or other during the day is bothered by an extremely high background noise emanating from man-made electrical devices. . . . It is not, however, necessary to resort to surveys to prove this point. The average American owns an amplitude modulation receiver; therefore the average American knows."

Denying any claim to "high fidelity," as a nebulous term which even radio engineers cannot define, the FM Broadcasters state that their method offers "a degree of naturalness that approaches far closer to actual sound than is possible under the existing system of radio transmission." Not just a higher treble range, but the entire frequency range is "perfectly reproduced . . . against a background of dead silence" by FM, is their claim. When the listener turns his set to the bass position, says the FM answer, it is because this position "minimizes the noisy background that affects the intelligibility of the amplitude modulation receiver and makes it sound brittle when highs are introduced."

The advantage that "permits hundreds and even thousands of FM stations to operate throughout the nation at the same time without cross - interference, time - sharing, power-juggling and all the other headaches that mark and mar standard broadcasting" is not mentioned in the attack, states the FM reply, adding "perhaps this omission is significant". On the one hand, since FM opens the way for more stations, which will need new personnel, and since manufacturers will also need more workers to produce new sets and equipment, the FM Broadcasters declare, "you have an impetus to business, employment, culture—plus an improved competitive service to the nation. On the other hand you have the prospect of a carefully entrenched clique of broadcasters being faced with unwanted progress and a little American institution known as competition. Only one of these has a place in what we like to call the American system of broadcasting."

# Over 95% Of All F-M Stations On The Air Use One Transmitter

## *Whose?*

REL's, of course!

If you are planning to build an F-M station, Radio Engineering Labs., Inc., offers you a record of experience and progress unsurpassed among F-M transmitter manufacturers.

REL's experience is your insurance when buying an F-M transmitter. The stamp of approval is placed on REL F-M units by nearly every F-M station on the air. Over 95% of them use REL transmitters. Too, Major Armstrong, inventor of F-M, collaborated with REL in building the first F-M station on the air.

All REL F-M transmitters from one to 50 kw. employ the Armstrong method of modulation with crystal control of frequency . . . and all REL F-M transmitters are guaranteed to conform with the latest FCC rules governing high frequency broadcast stations.

We invite broadcasters to profit by REL's leadership in F-M transmitter manufacturing. Get the tested best . . . now!

REL

**RADIO ENGINEERING LABORATORIES, INC.**

35-54 36th STREET

Phone RAvenswood 8-2340
Cable "RADENGLABS"

LONG ISLAND CITY, N. Y.

## No Paley 'Ham' Award To Be Made for 1939

THE William S. Paley Radio Amateur Award, made annually to the "ham" showing the most proficiency and the best record for research and experiment for the preceding year, will not be awarded for 1939. This was announced by the CBS president July 12. He stated that the American Radio Relay League, national amateur organization, had reported that no award was justified for last year. However, it was added that plans are now under way to broaden the scope of the award's requirements so that "past records" and not necessarily the record for a particular year can be taken into account.

## Canada Travel Series

TO STIMULATE tourist travel in Canada, which the Canadian Government is eager to promote despite the war, the Canadian Railway Assn., Montreal, on July 18 starts a series of programs on 42 NBC-Blue stations titled *Canadian Holidays* to run through the summer. The programs will feature travelogues by Malcolm LaPrade, with musical background, and will originate in New York. It will be heard Thursdays, 8-8:30 p.m. (EDST). Account was placed direct by the association, which comprises the Canadian National and Canadian Pacific railroads.

### Eight Stormed Out

EIGHT New York metropolitan area stations were off the air shortly after 7 p.m. July 11 for periods up to a half hour. The breaks were caused by damage to power lines of the Public Service Co. of New Jersey caused by one of the most severe electrical storms in recent years. WOR, which had an unbroken record of 1½ years and won the Western Electric trophy early this year for its 1939 record, was forced to lose that distinction. Other stations affected were WJZ, WBNX, WINS, WNEW, WOV, WHOM and WHAT.

ESTIMATES of 1940 population of cities of 25,000 or more are being issued as fast as compiled by the U. S. Census Bureau, with more than 125 cities thus far reported. The figures are preliminary and subject to final tabulation.

## Delay Perils Havana Treaty

*(Continued from page 13)*

for the FCC to promulgate the proposed allocations, most of which are specified in the treaty. All present broadcast licenses have been extended to Oct. 1 in anticipation of the treaty allocations. There is no disposition to make the allocation effective prior to the November Presidential elections because of the inconvenience that would be caused listeners in recalibrating their sets, particularly push-button models.

Nevertheless, it is felt the Commission should act with celerity by exchanging lists with Mexico, Canada and Cuba as provided in the treaty, and then set the actual "moving day" sometime ahead, permitting conflicts and discrepancies to be worked out. Thought is given in this connection to a Feb. 1 or possibly a March 1 date. But as far as formal word from the FCC is concerned, it has only stated that the reallocation will be handled "in due course".

### Canada Reported Anxious

Reports also have been received here that Canada, beset with a war situation, is anxious to have the treaty provisions operative with greatest expedition. Inter-channel interference caused by the operation of Mexican and Cuban stations on wavelengths used in Canada is said to be seriously hampering Canadian wartime broadcast operations, according to these private reports.

Beyond that, it is felt that undue delay might lead to Mexican and possibly Cuban repercussions which could block effectuation of the allocation proposed. It has been generally agreed that the treaty as now devised inures to the benefit of all nations concerned, particularly since Mexico and Cuba never before have been parties to a compact involving allocations of broadcast facilities among the nations of this Continent. It is entirely possible, it is thought, that these nations might, if the occasion arose, seek additional concessions, particularly exclusive channel assignments.

### Mexican Election

The treaty was hailed as a diplomatic triumph because efforts had failed during the preceding decade to work out arrangements with the Southern countries on elimination of interference through scientific allocation. Provision is made in the treaty to accommodate every station in the United States with equivalent if not better assignments than heretofore allocated, except for breakdowns in certain clear channels to which agreement was procured. The other signatories agreed to engineering principles devised in this country, providing definite limitations on interference to be caused stations in the other nations. Of paramount significance was the provision for elimination of the border stations.

With a change in administration in Mexico as a result of the Presidential elections of July 8, there may be further complications in connection with border stations. How far border station operators may have gone with one faction or the other in connection with retention of their facilities is not known here, though it is assumed that these operators, for the most part former American broadcasters or backed by American capital have left no stone unturned. Despite all this, it has been stated repeatedly by Mexican authorities that the letter of the treaty will be adhered to and that the border stations will pass out of existence as high-powered outlets promptly upon enforcement of the treaty terms.

The attitude of anti-clear channel FCC members can be reported with some degree of reliance, based on their past observations, views and statements. They feel that clear channels should be broken down and duplicated at several points in this country—on the East and West Coast and in the central portion, at least. Directional antennas, they insist, will minimize interference.

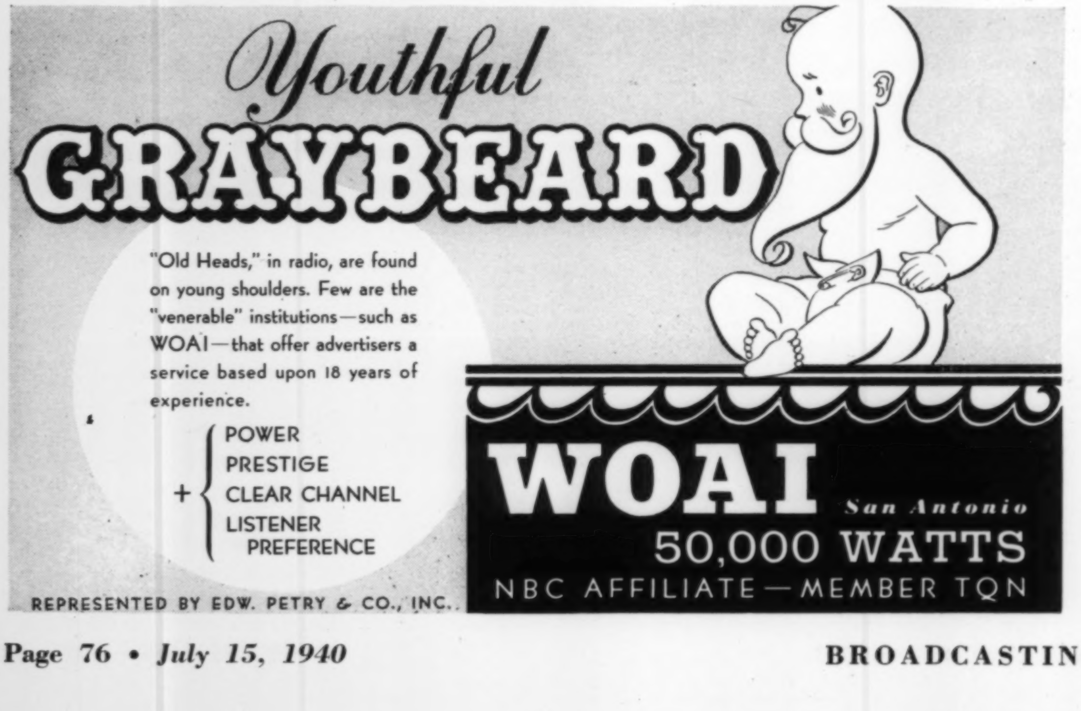
In this connection, however, it is thought that if this country breaks down the 25 exclusive channels provided for among the 32 waves to which the United States procures rights, the other nations would be privileged to assign stations on these frequencies within engineering limitations set forth in the treaty. In other words, if a present clear channel were duplicated in this country, it would automatically become a Class I-B channel, permitting Canada, Mexico and Cuba to assign regionals or locals on those frequencies, provided the interference limitations at the border are complied with.

### Dangers of Breakdown

The rigid conformist group at the Commission feels that the rights of this country can be preserved only if the treaty is enforced as drafted. Should the question of clear-channel duplication arise, it is felt it might well be considered after the treaty allocation is effected continentally. Then each situation could be handled on its merits with maximum protection to stations in this country, it is pointed out. Moreover, it is felt that if the intention of this country is to break down the clear channels, contrary to the understanding of other signatories, we are obligated in good faith to let these countries know what our intentions may be. That is the tacit understanding under the treaty, it was pointed out.

It is even reported in some quarters that Mexico and Cuba probably would like to see this country abrogate the treaty terms and thereby be in a position to negotiate possible better terms for themselves. Moreover, it is known that the border stations are interested in blocking the treaty to preserve their own operations.

The FCC clear-channel opposition presumably grows out of the allocation provisions which would give to NBC and CBS owned and operated stations as well as to affiliates of those networks the lion's share of the Class I-A or fully clear channel assignments in this country. Anti-network views of at least three members of the FCC were clearly demonstrated in the Network Monopoly Report [BROADCASTING June 15] since the recommendations were to alter from top to bottom present network operations, particularly those of NBC and CBS.



*Youthful*
GRAYBEARD

"Old Heads," in radio, are found on young shoulders. Few are the "venerable" institutions—such as WOAI—that offer advertisers a service based upon 18 years of experience.

+ POWER
PRESTIGE
CLEAR CHANNEL
LISTENER PREFERENCE

WOAI *San Antonio*
50,000 WATTS
NBC AFFILIATE—MEMBER TQN

REPRESENTED BY EDW. PETRY & CO., INC.

WWNC
ASHEVILLE, N. C.
*Full Time CBS Affiliate 1,000 Watts*

EXTRA
MILLIONS
OF DOLLARS!

The peak business season approaches . . . in Asheville and Western Carolina. Summer brings throngs of visitors . . . with millions to spend! Right now, schedule your sales messages over WWNC — sole blanket coverage of this bright spot!

# Early Selection Of Air Defense Board Foreseen

## Personnel Now Only Hitch; Industry Status Remains

(Continued from page 13)

indicate why he again found it desirable to restate previous observations on private management and control. Reports have been current, however, that competitive advertising media were whispering about imminent Government control of commercial broadcasting and Mr. Fly's observations may have been timed to refute such innuendos.

### Personnel Prospects

Whether the President had veered from the original personnel plans respecting the Committee could not be learned in authoritative quarters. It has been reported [BROADCASTING, July 1] that the committee might be headed by a junior cabinet officer, Adolf A. Berle Jr., Assistant Secretary of State, or Breckenridge Long, Special Assistant to Secretary of State Cordell Hull. A new name mentioned in this connection, aside from that of Chairman Fly, is Lowell Mellett, one of the six Presidential secretaries, former executive editor of the Scripps-Howard Newspapers and head of the National Emergency Council, recently abolished. He headquarters in the White House and is regarded as the top public relations advisor to President Roosevelt.

It appears a foregone conclusion that such well-known communications executives as Maj. Gen. Joseph O. Mauborgne, Army Chief Signal Officer, Rear Adm. Leigh Noyes, director of Naval Communications, and Comdr. Joseph F. Farley, chief communications officer of the U. S. Coast Guard, will serve on the committee. The original plan was for a five-man board.

A subcommittee for the broadcasting industry presumably would comprise a representative for the NAB, representatives for the major networks, and possibly other important industry figures making for a cross-section of all broadcasting activity. At least the conversations with Government officials likely to serve on the committee have been in that direction.

Desire to have an industry coordinator appointed to the Knudsen-Stettinius Commisison stemmed from the view that the industry should have a spokesman in the highest defense councils. It is presumed Mr. Miller reached the decision to communicate with Chairman Fly in this regard after conferring with industry leaders. It is felt that the importance of radio as a medium of mass communication should not be overlooked and that the industry should have a voice in conduct of communications actively during the war emergency, aside from the proposed subcommittee functions under the projected Defense Communications Committee.

Meanwhile, the FCC, under direction of Chief Engineer E. K. Jett, moved quietly but swiftly toward its objective of setting up a 24-hour communications watch with the $1,600,000 fund allocated to it from the National Defense budget. Because of the confidential nature of the work, little publicity has been given to developments. The setting up of extensive monitoring operations and procurement of some 500 additional field personnel is the major phase of the FCC's efforts to detect and stamp out any possible subversive activity in communications. Requirements of proof of citizenship by all radio and communications operators already is well along, including issuance and return of fingerprint license forms [BROADCASTING June 15, July 1].

Organization of the Commission's new field inspection staff, to maintain the 24-hour watch, is being handled by Chief Engineer Jett and George Sterling, inspector in charge who has been given immediate supervision of the activities. Qualifications and records of hundreds of available prospects for the field work, taken from Civil Service lists, are being checked closely. The FCC also has purchased considerable direction finding equipment, receivers and other types of apparatus already manufactured to fit into its plan to set up some 100 additional detector stations in all parts of the country to tie into its major established monitoring stations.

### Inspectors Training School

As part of this development, the FCC has established in Baltimore a training school for regular inspectors to aid them in instructing the new field forces. A substantial number of inspectors now are attending these courses. Chief inspectors from various sections also have been summoned to Washington to assist in the formation of plans for the new national defense policing of the air and related activities.

In again scuttling reports of danger to the status quo of broadcasting and other communications operations, Chairman Fly asserted that reports have been "far-fetched and unwarranted" and particularlly unfair to broadcasters. Beyond the fact that no plans have been made to interfere with operations in any way, he said that the Government "is not qualified to take over broadcasting." Should we become involved in the hostilities, Mr. Fly indicated, there might be some "particular things" the military services might want to do, but he added these would not involve actual taking over of operations.

### Surveillance System

The expanded monitoring activity, to curb espionage and possible Fifth Column developments, will involve establishment by the end of the summer in every State of the country and its territories and possessions of about 100 fixed detector stations, along with portable direction finder trucks. This will provide the most extensive and efficient radio surveillance in existence.

It is expected the FCC will add some 500 inspectors, engineers, and clerks to its staff for field duty during the entire emergency, supplementing the some 200 employes now in the field. Detector stations will not be concentrated at any one spot, but rather will be located at strategic places throughout the country.

The seven existing major monitoring stations will be supplemented by three others, to serve as key operation centers in guiding and inter-communicating with the 100 detector fixed stations. All frequency bands will be observed, recordings made, simultaneous bearings taken. When suspicious transmissions are heard, one or more contiguous base stations will dispatch direction finder trucks to cover the transmissions and seek to locate the source and check the signals.

Of significance to broadcasting operations will be efforts to detect broadcast propaganda, particularly in the foreign-language broadcasting field. Little elucidation is available from the FCC on its plans in this regard. It appears clear, however, that the FCC proposes to record, wherever possible, all foreign language commentary broadcasts as a means of detecting and ferreting out propaganda. All down the line, it is reported, station licensees have been cooperating to the fullest extent with the FCC.

WSPA
South Carolina's FIRST!
SPARTANBURG
FLASH! Spartanburg farmers to sell 2 million dollar peach crop during next 2 weeks. . . . Diversified farm income and diversified industrial payrolls make Spartanburg the HUB of nation's BEST BALANCED market. Sell this RICH Carolina market with WSPA!
1000 Watts • 920 Kc.
Walter Brown, Gen'l. Mgr.

IN BALTIMORE IT'S
WFBR
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.
ON THE NBC RED NETWORK

WSIX
"The Voice of Nashville"
Tennessee
Offers coverage of the hub city of a billion dollar market. Wire us or our representative for availabilities.
•
Mutual Broadcasting System
HEADLEY-REED CO.,
NATIONAL REPRESENTATIVE

UNDER CONSTRUCTION
5000 WATTS
FULL TIME IN
BOSTON
1470 KC.
WMEX

# Levy Sees Radio Requiring Youths

### Points to Job Opportunities For Young Specialists

DR. LEON LEVY, president of WCAU, Philadelphia, represented the radio industry in a series of articles sponsored by the *Philadelphia Bulletin*, inviting prominent figures in various lines of endeavor to discuss the "Outlook for Youth" in the industry.

"With thousands of boys and girls leaving school and college this month and turning hopefully to business and industry at this time," wrote Dr. Levy for the *Bulletin* in describing radio as a field for specialists, "it is well to weigh at this time possibilities that broadcasting holds for them.

"For the youth of America, radio broadcasting is an industry replete with careers waiting to be carved. Radio, by the very nature of its physical and technical demands, and its personnel, is youthful, the youngest of the Nation's great industries.

"Radio is growing and changing every day. Frequency modulation, facsimile and television, especially the latter, are in the offing. Complexity of the problems accompanying these developments are such they require above-average energy in the pursuit of their ultimate perfection, the kind of uncompromising energy that only youth can supply. Definitely there is a future in radio for youth, but youth must seek and carve out that future.

"In its overwhelming dependence on youth, radio differs greatly from other industries, but fundamentally it presents to youth the same problems of job-finding as do the others. Positions in radio are not plentiful, nor are they easy to get. Entree depends entirely upon the individual. If he or she has the basic qualifications — originality, personality, clear thinking, ambition and an overpowering desire to break into radio—then the battle is half won."

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BYE - BYE RED INK!

Black Ink is always in vogue in the Winston-Salem market — that is for sponsors who choose this sales-producing station. For a real money-maker, choose—

WAIR

Winston-Salem, North Carolina
*National Representatives*
Sears & Ayer

WSM GRAND OLE OPRY

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As in most every other situation, it is expected that on the long haul, the natural laws of supply and demand will govern development of commercial FM. Meanwhile, large-scale campaigns are being launched by set manufacturers in anticipation of licensing of FM stations throughout the country.

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## Fading Overcome In Radio Photos

### Sweep Circuit Is Utilized in Press Wireless Experiment

PHOTOGRAPHS radioed 12,000 miles from the West Base of the U. S. Navy Antarctic Expedition were published July 8 in the *New York Times*. The remarkably clear pictures represented the first public showing of results of a new radio-picture technique, employing a specially developed "sweep circuit" to counteract selective fading, devised by research engineers of Press Wireless Inc.

The new development is particularly significant since the 12,000-mile transmission was accomplished by a 500-watt sending station in the Antarctic. Heretofore selective fading of the carrier frequency, even with high-power stations, had caused streaking and distortion of radioed pictures. The new "sweep circuit", inserted between the scanning apparatus and transmitter, evens out peaks and valleys of the radio transmission and thus eradicates streaks otherwise appearing in the photograph, caused by the change in density of the tone, according to the *Times*.

#### After the Night

The photographs reproduced July 8 were sent from the West Base station, KTRK, to the Press Wireless receiving station at Baldwin, L. I. The signals then were transferred automatically to a telephone circuit and passed on to studios of Times-Wide World Photos, where photo-scanning apparatus converted the sound signals into light rays and reproduced the pictures.

A regular photographic transmission schedule from the Antarctic is planned by the Times-Wide World organization, whenever radio conditions permit. As the expedition is inactive because of the long Antarctic night, only interior views probably will be available for some time. But after the sun appears and the scientific parties resume their outdoor rounds, highlights of their work are to be photographed and radioed to New York. The transmitting set in the base camp is under supervision of Clyde Bailey, radio engineer of the expedition.

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FAMILY KITCHEN PRODUCTS Co., Phoenix, Ariz. (pie crust mix), has named Advertising Counsellors, Phoenix, as agency and is using radio and newspapers. I. N. Shun is account executive.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

## Hamilton Joins Texas Firm

**Mr. Hamilton**

RAY V. HAMILTON, former general manager of the *St. Louis Star-Times* radio properties, comprising KXOK, St. Louis, KFRU, Columbia, and experimental adjuncts, resigned June 29 to become affiliated with the J. M. West interests of Houston, Tex. West Publishers Inc. is headed by J. M. West, Texas capitalist, and publishes the *Austin Tribune* and *Dallas Journal*. Mr. West's companies have applications pending for new stations in Dallas, Houston, Corpus Christi and Austin. Mr. Hamilton will maintain headquarters in the Sterling Building, Houston. Mr. Hamilton joined the *Star-Times* in 1934 when it had no radio properties. When he left, the *Star-Times* had the two standard broadcast stations, ultra-high frequency station W9XOK and facsimile station W9XSP.

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## *WLS TO BROADEN COUNTY SALUTES*

WELL SATISFIED with the good-will building propensities of its "county salute" broadcasts on the *National Barn Dance* show, WLS, Chicago, will expand the service starting July 20, according to an announcement by Glenn Z. Snyder, vice-president and general manager. Engineers, production men, announcers and a WLS mobile unit will visit different county seat towns in Illinois, Indiana, Wisconsin and Michigan each week to stage the county salute portion of the *Barn Dance* show and a one-hour stage show for local consumption.

Supplementing local cooperation by civic and service clubs, WLS will buy display in all county newspapers to announce each week's broadcast and show. Entertainment on the broadcasts is furnished by local amateur artists, as in the present series. Many participants already have trouped in *Home Talent Barn Dance* shows in the area, directed by Prairie Farmer—WLS Community Service Inc., in cooperation with local organizations. One act from the regular WLS staff also will appear on the county broadcast, with high school glee clubs, bands and other local units.

The county salute broadcast makes up a half-hour of the *National Barn Dance* program. A special hour show for local audiences will be produced, but not broadcast, just before the air show. In addition to a local speaker, a *Prairie Farmer* representative will appear on the program.

FIRST in PHILLY

C. E. HOOPER SURVEYS

audiences of Phila. Network Stations
9-9:15 A.M. Mon. thru Fri.—4 Mo. Avg.

| | |
|---|---|
| WFIL | 27.1% |
| WCAU | 14.7% |
| KYW | 3.9% |

*% listeners identifying station and program*

For LOWER COST Circulation
BUY WFIL

LINGO
FM
PATENTED TURNSTILE
ANTENNAS

ALREADY PROVEN...
Now Ready to Serve!

**Lingo's reputation has been built upon over 43 years of experience in the manufacturing and erection of vertical structures. Now the name of Lingo becomes even more important with the advent of Frequency Modulation. For now Lingo quality of design, materials and workmanship take on a new importance in this advanced broadcasting development. Lingo has pioneered with FM from the beginning and our turnstile antennas at W2XMN, Alpine, N. J., has been used by Maj. E. H. Armstrong in his outstanding work. Now these *proven* FM antennas are available to the broadcasting industry — specially designed for each FCC application. We will be pleased to estimate on complete turnstiles comprising the essential tubular steel mounting pole, elements, insulators, wires, bands.**

**Write for Further Information**

***Our engineering staff will be pleased to assist you, without obligation, by planning the proper turnstile antenna for your particular building or supporting tower. Inquiries should indicate planned frequency, number of turnstile bays desired, location and height of building or supporting tower, etc.***

JOHN E. LINGO & SON, Inc.

*Licensed Manufacturers of Patented Turnstile Antennas*

DEPT. B-715 CAMDEN, NEW JERSEY

LINGO VERTICAL TUBULAR STEEL RADIATORS

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### Sweep Circuit Is Utilized in Press Wireless Experiment

PHOTOGRAPHS radioed 12,000 miles from the West Base of the U. S. Navy Antarctic Expedition were published July 8 in the *New York Times*. The remarkably clear pictures represented the first public showing of results of a new radio-picture technique, employing a specially developed "sweep circuit" to counteract selective fading, devised by research engineers of Press Wireless Inc.

The new development is particularly significant since the 12,000-mile transmission was accomplished by a 500-watt sending station in the Antarctic. Heretofore selective fading of the carrier frequency, even with high-power stations, had caused streaking and distortion of radioed pictures. The new "sweep circuit", inserted between the scanning apparatus and transmitter, evens out peaks and valleys of the radio transmission and thus eradicates streaks otherwise appearing in the photograph, caused by the change in density of the tone, according to the *Times*.

#### After the Night

The photographs reproduced July 8 were sent from the West Base station, KTRK, to the Press Wireless receiving station at Baldwin, L. I. The signals then were transferred automatically to a telephone circuit and passed on to studios of Times-Wide World Photos, where photo-scanning apparatus converted the sound signals into light rays and reproduced the pictures.

A regular photographic transmission schedule from the Antarctic is planned by the Times-Wide World organization, whenever radio conditions permit. As the expedition is inactive because of the long Antarctic night, only interior views probably will be available for some time. But after the sun appears and the scientific parties resume their outdoor rounds, highlights of their work are to be photographed and radioed to New York. The transmitting set in the base camp is under supervision of Clyde Bailey, radio engineer of the expedition.

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FAMILY KITCHEN PRODUCTS Co., Phoenix, Ariz. (pie crust mix), has named Advertising Counsellors, Phoenix, as agency and is using radio and newspapers. I. N. Shun is account executive.

(U.P.)

THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE

UNITED PRESS

## Hamilton Joins Texas Firm

**Mr. Hamilton**

RAY V. HAMILTON, former general manager of the *St. Louis Star-Times* radio properties, comprising KXOK, St. Louis, KFRU, Columbia, and experimental adjuncts, resigned June 29 to become affiliated with the J. M. West interests of Houston, Tex. West Publishers Inc. is headed by J. M. West, Texas capitalist, and publishes the *Austin Tribune* and *Dallas Journal*. Mr. West's companies have applications pending for new stations in Dallas, Houston, Corpus Christi and Austin. Mr. Hamilton will maintain headquarters in the Sterling Building, Houston. Mr. Hamilton joined the *Star-Times* in 1934 when it had no radio properties. When he left, the *Star-Times* had the two standard broadcast stations, ultra-high frequency station W9XOK and facsimile station W9XSP.

## *WLS TO BROADEN COUNTY SALUTES*

WELL SATISFIED with the good-will building propensities of its "county salute" broadcasts on the *National Barn Dance* show, WLS, Chicago, will expand the service starting July 20, according to an announcement by Glenn Z. Snyder, vice-president and general manager. Engineers, production men, announcers and a WLS mobile unit will visit different county seat towns in Illinois, Indiana, Wisconsin and Michigan each week to stage the county salute portion of the *Barn Dance* show and a one-hour stage show for local consumption.

Supplementing local cooperation by civic and service clubs, WLS will buy display in all county newspapers to announce each week's broadcast and show. Entertainment on the broadcasts is furnished by local amateur artists, as in the present series. Many participants already have trouped in *Home Talent Barn Dance* shows in the area, directed by Prairie Farmer—WLS Community Service Inc., in cooperation with local organizations. One act from the regular WLS staff also will appear on the county broadcast, with high school glee clubs, bands and other local units.

The county salute broadcast makes up a half-hour of the *National Barn Dance* program. A special hour show for local audiences will be produced, but not broadcast, just before the air show. In addition to a local speaker, a *Prairie Farmer* representative will appear on the program.

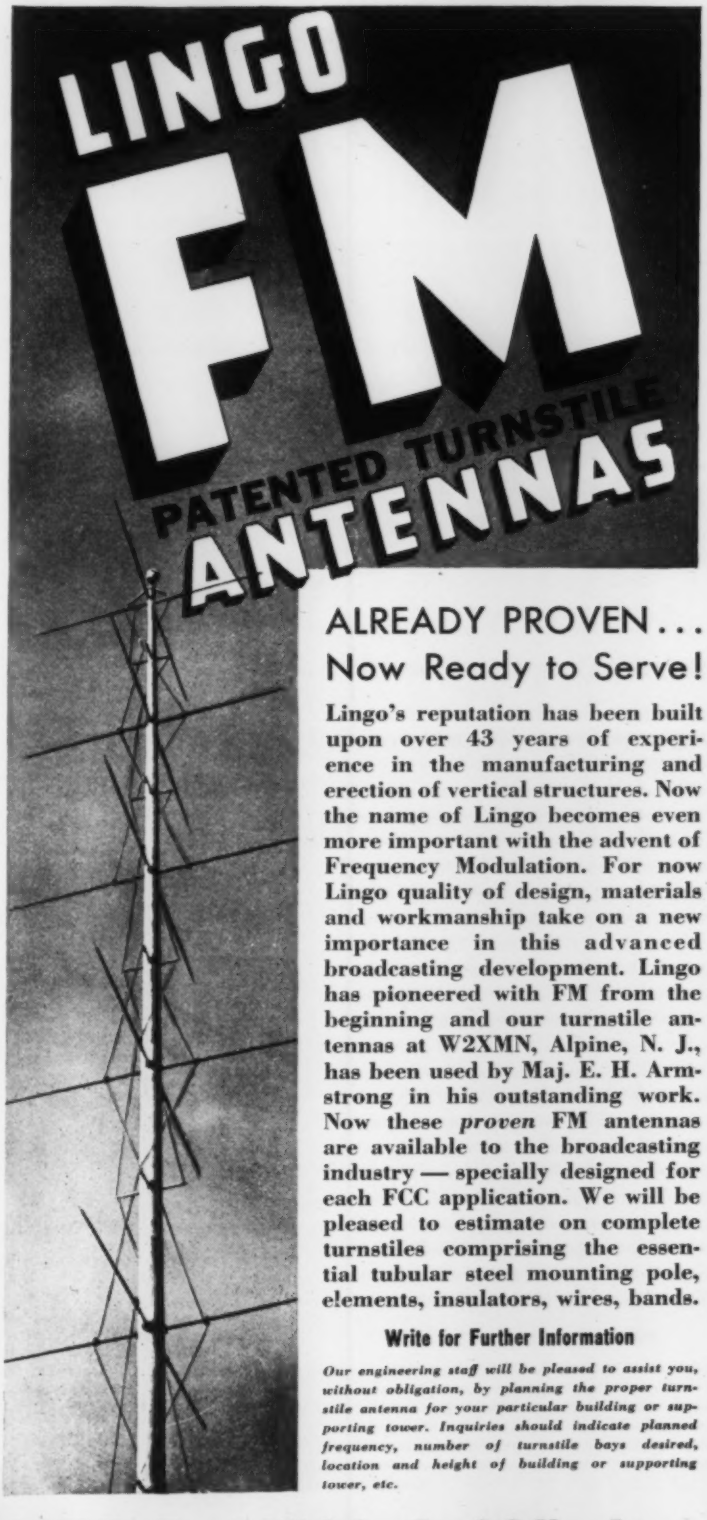
FIRST in PHILLY
C. E. HOOPER SURVEYS

audiences of Phila. Network Stations
9-9:15 A.M. Mon. thru Fri.—4 Mo. Avg.

| | |
|---|---|
| **WFIL** | **27.1%** |
| WCAU | 14.7% |
| KYW | 3.9% |

*% listeners identifying station and program*

For LOWER COST Circulation
BUY WFIL



ALREADY PROVEN . . .
Now Ready to Serve!

**Lingo's reputation has been built upon over 43 years of experience in the manufacturing and erection of vertical structures. Now the name of Lingo becomes even more important with the advent of Frequency Modulation. For now Lingo quality of design, materials and workmanship take on a new importance in this advanced broadcasting development. Lingo has pioneered with FM from the beginning and our turnstile antennas at W2XMN, Alpine, N. J., has been used by Maj. E. H. Armstrong in his outstanding work. Now these *proven* FM antennas are available to the broadcasting industry — specially designed for each FCC application. We will be pleased to estimate on complete turnstiles comprising the essential tubular steel mounting pole, elements, insulators, wires, bands.**

**Write for Further Information**

***Our engineering staff will be pleased to assist you, without obligation, by planning the proper turnstile antenna for your particular building or supporting tower. Inquiries should indicate planned frequency, number of turnstile bays desired, location and height of building or supporting tower, etc.***

JOHN E. LINGO & SON, Inc.
*Licensed Manufacturers of Patented Turnstile Antennas*
DEPT. B-715 CAMDEN, NEW JERSEY

LINGO VERTICAL TUBULAR STEEL RADIATORS

## Labor Board Restricts Former WFBM Owners In Restraining Employes

IN AN order covering WFBM, Indianapolis, announced July 8 by the National Labor Relations Board, the Indianapolis Power & Light Co., which sold the station in late May, 1939, was required to cease discouraging membership in the Associated Broadcast Technicians' unit of the IBEW (AFL) or in any other labor union, including the United Utility Workers Organizing Committee (CIO). The NLRB order grew out of a situation which arose as early as March, 1937 when employes of WFBM were called to a meeting to discuss union organization.

According to the NLRB report, Russell Rennaker, an engineer, and a fellow employe called the meeting. Subsequently Rennaker was dismissed from WFBM. The NLRB found that he was discharged "because of his undertaking to form a local of the ABT" and that the company had thereby violated the National Labor Relations Act. Since Rennaker found other employment shortly after his WFBM discharge, and is at present employed as a radio engineer, the order serves chiefly to keep the record straight in regard to the utility company's actions up to the time it sold the station, according to the NLRB.

GROVE LABS., St. Louis, has been ordered by the Federal Trade Commission to cease certain claims for its Pazo Ointment and Dr. Porter's Antiseptic Healing Oil.

OVER
200
BIG TIME ADVERTISERS HAVE WRITTEN TO SAY
KOIL
IS TOPS!

KOIL
Basic CBS
OMAHA
Don Searle
Gen'l Mgr.
Katz Agy.
Nat'l Rep.

# AN FM PRIMER FOR LISTENERS

## Armstrong Invention Explained in Easy Terms So Public Will Know What to Expect

*Here is a listener's blueprint, an ABC of FM, which might well be adapted for use by stations in explaining to their audiences and to inquirers what FM actually means to them. Aside from being the president-manager of an important station, the author is an eminent engineer and former Yale professor who early foresaw the possibilities of FM.*

**By FRANKLIN M. DOOLITLE**
General Manager, WDRC

MANY times in the past few weeks I have been asked to explain what frequency modulation radio means to the radio listener. As you know, frequency modulation is the new type so-called "staticless" radio which has been approved by the FCC and will, in the next few months, gradually go commercial as more FM receivers are sold.

The public is now pretty well informed about Maj. Edwin H. Armstrong's latest invention, but perhaps it still is a little doubtful as to how its advantages will be realized.

The public has been told that present radio receivers will be useless for frequency modulation reception. These are questions being asked:

Will new sets be required and will these sets receive their regular stations and programs which are now used and enjoyed?

Will the regular stations continue to operate? Will new stations spring up to transmit these new ultra-high frequency programs?

### Evolutionary Effect

Things are happening fast.

First, let me say that while frequency modulation is revolutionary in the technical sense, as it gives radio its first effective method of fighting static and interference, it will be evolutionary in its effect on radio users.

Yes, it is true that present receivers, the ones you now have in your homes, will not receive FM programs. While it is possible to provide a so-called "converter" so the loudspeaker and some of the tubes in present sets can be used, the use of such converters will be temporary until sets are replaced.

Here's what's going to happen:

Frequency modulation will be introduced to the radio public as a new band on your present standard broadcast receiver. The receiver will not cost very much more than it would if this band were omitted.

### Noises Omitted

How will these new receivers appear? Well, many sets will have one tuning band for frequency modulation, one for the standard longwave broadcasting, and a third for foreign stations—three bands. The appearance of the sets will be entirely conventional and they will be ultimately available in the various priced models with the exception of the very cheap ones.

Now, what do you get for your money? Why did the FCC greet this new frequency modulation radio with applause and approve it without hesitation?

Well, you will find that you can receive perfectly even during the heaviest thunderstorm. On your present radios, when lightning flashes, you hear a tremendous roar and crackle. Frequency modulation radio broadcasts do not change at all during such a storm—no roars, no thunderous booms.

You'll find that countless noises and crashes that mar radio reception these days, from electric shavers and vacuum cleaners, and so forth, are gone under frequency modulation and that naturalness of reception is greatly increased. There's an astounding difference in quality between the two types of broadcast. Under the new type radio, you'll think the performers are right there in the room with you, that's how natural it is.

### Regular Programs, Too

What about the set-up of stations? In general, you will receive the reguar network programs. And in addition, there will be special programs originated by frequency modulation stations which give even greater fidelity than is now practical on network broadcasts that are transmitted on wire lines. Because, as you probably know, frequency modulation does not need wires to transmit network programs. One station can pick up another without loss of any quality or pick up of any interference. We know, because we've done it over chains of five and six stations and more.

And here's more.

There will be no "whistles" in the background from stations on adjacent channels. Even the "hiss" of your own receiver to which you have grown accustomed will be gone, and you will be able to hear every detail of a program in a new manner.

### Greater Enjoyment

That's something to look forward to.

Frequency modulation will bring you greater radio enjoyment. It will not deprive you of present radio programs or cause existing stations to discontinue.

But it will, in a short time, bring you these programs with greater realism, greater fidelity, greater enjoyment.

I have, in this short article, attempted to give you—simply and directly—just what is ahead for frequency modulation. Much already has been said about the technical details of the Armstrong invention. Much more will be said.

In a very short time, the major question that will be asked about a radio receiver will be:

"Has it a frequency modulation band?"

A GUEST BADGE and medal were the reward of Harold J. Frank (left), manager of the recently inaugurated WSLB, Ogdensburg, N. Y., for the station's cooperation in publicizing the Veterans of Foreign Wars convention there July 3. Kenneth Ullman, State radio publicity director for the VFW, pins the badge as Announcer Joe Goerss looks on.

## Neb. ASCAP Delay

NO DECISION in the case of Nebraska versus ASCAP will be reached until that state's Supreme Court meets early this October, according to Herman Finkelstein of Schwartz & Frohlich, ASCAP counsel. Mr. Finkelstein stated that ASCAP had filed and served the papers asking dismissal of Nebraska's appeal for a new trial after a three-judge court found the Nebraska anti-ASCAP law to be unconstitutional [BROADCASTING, April 1].

## Swift Time Signals

SWIFT & Co., Chicago (meat products) on July 29 will use ten-weekly time signal announcements on WBBM, Chicago. Sponsor has also purchased a 25-minute Saturday feature on the same station, featuring Norman Ross and consisting of sidelights on news and musical transcriptions. J. Walter Thompson Co., Chicago, is agency.

NEW subscribers to Transradio Press Service are stations WMOB, Mobile; WFBC, Greenville, S. C.; WSOO, Saut Ste. Marie, Mich.; WJMS, Ironwood, Mich.; KID, Idaho Falls; WLBJ, Bowling Green, Ky.; KGFI, Brownsville, Tex.; WOCB, Yarmouth, Mass., the latter currently under construction.

1939 Annual Advertising Award
"Research Achievement"
MAPS
MAIL OR MV.
VIGOROUS
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THAT
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STORY
BRIEFLY
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ACCURATELY
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NO COPYRIGHT FEE
WALTER P. BURN & ASSOCIATES, INC.
7 W. 44TH ST.
NEW YORK, N. Y.

# LATE *Personal* NOTES

**JOHN F. GRINAN**, radio pioneer who entered the field in 1906 and has been associated with such well-known engineers as Maj. Edwin H. Armstrong, Michael Pupin and others, arrived recently for a visit in the United States. Mr. Grinan is a member of the electrical board of Jamaica, British West Indies, and heads all communications on the island, including broadcasting. He erected the first broadcasting station in Jamaica.

**JACK SAYERS**, CBS Hollywood, assistant publicity director, has resigned effective July 20 to join the exploitation department of Young & Rubicam, that city. He succeeds Bill Stuart who was transferred to the agency's New York offices some months ago. Sayers will go to New York for a few weeks training, returning to Hollywood in early September. Prior to joining CBS, he was publicist of Don Lee Broadcasting System, Los Angeles. His CBS successor has not been announced.

**LEE BLAND**, producer of WCKY, Cincinnati, on Aug. 4 will succeed Edward J. Lord as program director of WFMJ, Youngstown.

**ROBERT W. CARPENTER**, formerly general auditor of WBT, Charlotte, N. C., has joined KMOX, St. Louis, in a similar capacity. Edward DeGray, formerly with CBS in New York, succeeded him at WBT. Wilbur Edwards, WBT account executive, has been transferred to the sales department of WABC, New York.

**CLARK STANDIFORD** has resigned as president and manager of the new KORN, Fremont, Neb., and W. J. Brinkley, formerly with KGFW, Kearney, Neb., has taken over the commercial management. Fred Christiansen, former program director of KGFW, is now program director of KORN. The Nebraska Broadcasting Co., KORN licensee, is now headed by Arthur Baldwin.

**FRED O. GRIMWOOD**, consulting engineer and owner of KLCN, Blytheville, Ark., has been retained by KXOK, St. Louis, to supervise construction of its new 5,000-watt transmitter and antenna system. Grimwood served in a similar capacity in 1938 when the station first went on the air. The new equipment is expected to be in service by early autumn, when KXOK will shift to 630 kc. with 5,000 watts unlimited time.

**JOHN BERNBOM**, talent division salesman of WGN, Chicago, is the father of a boy, John Anthony.

IN THE HEART OF THE MOTOR INDUSTRY!

WCAR

1000 *Streamlined* WATTS

LET US SEND YOU THE AMAZING STORY OF OUR COVERAGE AT LOW COST

WCAR
PONTIAC, MICHIGAN

National Representatives
RADIO ADVERTISING CORP.
New York · Chicago · Cleveland

**AL DAVIS**, announcer of KGVO, Missoula, Mont., has resigned to practice law. He received his law degree this spring from Montana State U. Jimmy Barber, KGVO program director, has been notified by Davis & Schwegler, Los Angeles music publishers, that his composition, "Blue Mood", is being recorded by Al Golden and his orchestra, and along with six other D&S tunes will receive intensive promotion during the coming months.

**BOB SHIELD**, announcer of KDKA, Pittsburgh, recently married Elaine Kinder, of the Kinder Sisters trio heard on the station.

**JOHN BOLER**, president of North Central Broadcasting Co., regional chain of Minnesota, North and South Dakota, was host at a cocktail party at the Palmer House, Chicago, July 11, for Chicago agencies and the press.

**ROBERT N. BROWN**, formerly program director of WBBM-CBS, Chicago, and more recently supervisor of Wrigley programs originating in California, has rejoined the Chicago station. Stuart Dawson, formerly acting program director, continues as executive assistant to Brown.

**BERNARD WEINBERG**, co-partner of Milton Weinberg Adv. Co., Los Angeles, is the father of a boy born July 8.

**KNOX MANNING**, CBS Hollywood commentator, has been signed to play a similar role in the film, "Meet John Doe", to be produced by Warner Bros., under direction of Frank Capra.

**JOHN N. LAING**, formerly of NBC, New York, and more recently KFAC, Los Angeles, summer relief announcer, has joined the announcing staff of KFI-KECA, that city, succeeding Jim Gibson, resigned.

**DAVID S. BALLOU** has been made manager of KYOS, Merced, Cal.

**JACK MURRAY**, accountant of WEEI, Boston, is the father of a girl born July 5. Mrs. Murray was the former Peg Grady, of the WEEI general service department.

**STANLEY LEVEY**, formerly a salesman of WIND, Gary, Ind., has joined the local sales staff of WBBM, Chicago.

**LESTER GOTTLIEB**, MBS publicity director, on July 9 left New York on his annual trip to discuss publicity policies with various Mutual affiliates. He is visiting Buffalo, Cleveland, Detroit, and during the week of July 15 will handle MBS publicity at the Democratic convention in Chicago. After stops in Minneapolis, St. Louis and Cincinnati, he will probably go to San Francisco for the NAB convention.

**LOIS BERG**, member of the CBS Hollywood script department for the last three years, will marry Robert Johnson, oil company executive, on Aug. 13.

**RAY ERLENBORN**, CBS Hollywood sound effects engineer, has been promoted to the production department as contact man.

**WILLIAM T. KNIGHT, III**, son of the general manager of WTOC, Savannah, on his 21st birthday July 6 was made a vice-president of the Knight Drug Stores of Savannah, parent company of the station. He is the third generation of the W. T. Knight family who has entered the 50-year-old drug-broadcasting concern.

**WILLIAM SLOCUM Jr.**, publicity director of CBS in Washington, on July 8 was transferred to CBS headquarters in New York as assistant to Paul White, director of public affairs succeeding John Fitzgerald, resigned.

**BURT SQUIRE**, recently with the Henry Souvaine program agency and formerly head of the New York State Network formed by the Hearst interests, has joined J. W. Pepper, New York agency, as radio director. He succeeds L. N. Marks.

**JIM McNAMEE**, of the maintenance staff of KYW, Philadelphia, on June 29 married Jeanne Jackson. Roy Anspach has joined the control staff of KYW for vacation relief.

**MRS. GRADY RAPIER**, traffic manager of KROD, El Paso, underwent an emergency appendectomy recently. Her condition is reported satisfactory.

**SYD GOLD**, sales director of Tel-Pic Syndicate, New York, is in Los Angeles to establish West Coast offices. He announced 127 new station subscribers to the service. Gold will be headquartered in Los Angeles after attending the NAB convention.

**BILL WATSON**, formerly of KRGV, Weslaco, Tex., John Harrison and Bob Petrie have joined the announcing staff of KTSM, El Paso, Tex. John Guffey has joined the KTSM continuity department.

**FRED FEJFAR**, of WNAX, Yankton, is in the hospital as a result of proving that he can roller skate. He broke his leg in two places.

**J. E. RUDOLPH** has been named head of the sales service department of WLW, Cincinnati.

## FCC Field Shifts

WITH defense activity pointing to a substantial transfer of FCC field personnel to new localities, the following switches were announced to BROADCASTING July 12 by the FCC: Joseph W. Reid, from the Kansas City field office to New York; Joseph H. Eichel, from Philadelphia to New York; James E. Barr, New York to Washington; Samuel W. Lichtman, Grand Island, Neb., to Chicago. Amos B. Collins on June 30 resigned from FCC service, and his future plans were not announced.

CALL IT "GUMPTION"

Call it what you will, but when the newspapers say—

"Most ambitious undertaking by an independent station for the coverage of the convention (Republican National) is that of WPEN. Completely out-manned by other local stations which have been bolstered by the networks, WPEN's Special Events Department is winning the plaudits of local radio row."

Behind the Mike with Raymond
*Philadelphia Daily News*
June 24, 1940

"WPEN turned out the only independent station to try bucking the networks in Convention coverage in any elaborate manner and made it a good job. It had its control room and booths at Convention Hall and also wires in the Walton Hotel, Union League, Heymann Bldg. and other points of vantage that the networks occasionally missed out on."

George Lilley, Radio Editor
*Philadelphia Record*
June 30, 1940

it means only one thing . . . that WPEN does a progressive, thorough, independent job in Public Service and keeps a weather eye to interesting special events which will continue to add to its ever-growing audience.

WPEN Phila. 1000 Watts

FAIR VISITORS...make the St. Francis your home while in San Francisco! Take advantage of the gracious service, famous cuisine and central location. You'll enjoy the Pageant of the Pacific more if you are at the St.Francis. 1000 rooms from $4
HOTEL ST. FRANCIS
MANAGEMENT DAN E. LONDON
UNION SQUARE
SAN FRANCISCO

# PROFESSIONAL DIRECTORY

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*An Organization of*
Qualified Radio Engineers
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**HECTOR R. SKIFTER**
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

**A. EARL CULLUM, JR.**
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

**Martin V. Kiebert, Jr.**
*Consulting Radio Engineer*
*associated with Jansky & Bailey*
Russ Bldg., San Francisco, Cal.

**Frequency Measuring Service**
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

**CLIFFORD YEWDALL**
Empire State Bdg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Radio Engineering Consultants
Frequency Monitoring
**Commercial Radio Equip. Co.**
7134 Main Street, Kansas City, Mo.
Branch office, Crossroads of the World
Hollywood, Cal.

**FM RULES & STANDARDS**

*Complete Reprints Ready!*

*Including:* Standards of Good Engineering Practice Governing High Frequency (FM) Stations: 43-50 Mc.
—Adopted by the FCC June 28, 1940

Text of Rules Governing FM
—Adopted by the FCC June 22, 1940

One to 9 copies, 10c each • 10 or more copies, 5c each

BROADCASTING
National Press Building
Broadcast Advertising
Washington, D. C.

## Mrs. FDR's Radios

THAT Mrs. Franklin D. Roosevelt has a penchant for making people gifts of radios, was disclosed by Harlan Miller, newspaper columnist, in his July 11 column in the *Washington Post*. "She buys them by the wholesale," Miller reported, "sometimes around a hundred a year, to give to friends and acquaintances. Probably she buys more radio sets than any other individual."

## P&G Adopts Serial

PROCTER & GAMBLE Co., Cincinnati, which has taken over *Those We Love*, former Standard Brands program, is expected to start the program the first week in October on NBC-Red, Saturdays, 8-8:30 p. m., although the contract had not been set when BROADCASTING went to press. The program probably will be presented for Drene through H. W. Kastor & Sons, Chicago.

## B & W Placements

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Big Ben smoking tobacco), on Aug. 5 will start sponsorship of the weekly *Renfro Valley Barn Dance* 7-7:30 p. m. (EST) with rebroadcast for Western stations at 10 p. m. (EST) on 18 NBC-Red stations with three optional yet to be decided upon. Stations selected are WLW WAVE WSM WMC WSB WBRC WJDX WSMB KVOO WKY WFAA WBAP KPRC WOAI KTBS KARK KGBX KSD. Optionals are KRGV KGNC KTSM. Sponsor is also buying twice-weekly quarter-hour *Twilight Trails* as a spot schedule on WHO, Des Moines. Russell M. Seeds Co., Chicago, handles the account.

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PROCTER & GAMBLE Co., Cincinnati (Ivory soap), whose *Life Can Be Beautiful* daytime serial is currently running on NBC-Red without a Chicago outlet, and on CBS, on July 15 started the five-weekly quarter-hour show on transcription over WMAQ, Chicago, 5:45-5 p.m. (CDST). Compton Adv., New York, handles the account.

# CLASSIFIED *Advertisements*

**Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.**

### Help Wanted

**Employees**—Let us help you get a position through our National Radio Employment Bureau. Paramount Distributors. Box 864, Denver, Colo.

**High Salaried Positions.** Confidential intermediary creates outstanding employment opportunities. Small cost. Let us help you. Details free. Write. PERSONAL PROMOTION SERVICE, 3 Crandall, Binghamton, N. Y.

### Situations Wanted

**ANNOUNCER-ENGINEER**—sports, news, programming. Own new portable recorder. Available September 15. $35 weekly. Box A870, BROADCASTING.

**Good Salesman**—proven record high sales over long period. Young, aggressive with ideas. Desires change. Box A877, BROADCASTING.

**First-Class Announcer—worked over major networks. Agency caliber copywriter. Record, etc., available. Box A873, BROADCASTING.**

**Commercial Manager or Salesman**—over 6 years production, executive and sales experience. Good references, successful ideas. Box A879, BROADCASTING.

**Engineer**—age 26. Seven years experience electrical maintenance. RCA graduate. First class telephone license. References and personal history on request. Box A875, BROADCASTING.

**Personality Announcer**—with full commercial experience, now employed, wishes connection with network affiliate. Can furnish excellent references from present and past employers. Box A874, BROADCASTING.

**Young man**—with some announcing schooling desires position leading up to announcers post. East Coast preferred but will go anywhere. All information on request. Box A876, BROADCASTING.

**Employers**—We have experienced radio employees in every section of the United States. Let us submit summaries of qualified applicants whose references have been verified. No cost to you through National Radio Employment Bureau. Box 864, Denver, Colo.

### Situations Wanted (Continued)

**Young man**—desires position in radio, FM or television. First telephone, second telegraph licenses. Six months operator Great Lakes. Graduate Dodge Telegraph and Radio Institute. Box A878, BROADCASTING.

**Salesman or Commercial Manager**—trained radio and newspaper advertising. Employed. Single. Age 27. Start $35.00 week. Unencumbered. North Central States. Box A869, BROADCASTING.

**Continuity, production,** sales production, ideas, five years exceptional radio experience. Write, produce selling copy, all types programs. Past three years at outstanding Midwest regional. Best references. Box A880, BROADCASTING.

**Dramatic Actor and Playwright**—with 12 years experience on the stage. Some radio experience. Would like position with broadcasting station where there is chance for advancement. Age 32. Ht. 5 ft. 10¾ in. Wt. 155 lbs. Black hair and eyes. Good speaking voice. Can write continuity. Good ideas. Reliable, willing and capable. Will go anywhere. Good M.C. Box A871, BROADCASTING.

**OWNERS and MANAGERS**—young executive ten years' experience production, management desires position as station manager or program director. Varied experience on three major networks, regional clear channel stations has given me thorough knowledge in management, programming, sales, merchandising, operations. Have no big city philosophy despite extensive metropolitan training, successful career in selling, producing, directing commercial programs on major networks. Want to settle in market where sincere, intelligent effort can produce worthwhile results for all concerned. Best recommendations. Respected among national agencies, advertisers. Married. Box A872, BROADCASTING.

### For Sale

**RCA TMV 75-B** field intensity equipment. Herb Hollister, KFBI, Wichita, Kansas.

**3 Manual 11 Stop Wurlitzer Pipe Organ**—with many additional combinations added for broadcasting. Available only because of change in studio location. Excellent condition. This unsurpassed real organ will be sold for little more than an electric. Write WJJD, Chicago.

# American Radio Liked by Latins

## Federal Official Says They Like News Programs Especially

INCREASING popularity in Latin America of radio programs originating in the United States, particularly news reports, is indicated in consular reports reaching the Department of Commerce from the Latin American countries, according to John H. Payne, chief of the electrical division.

While it is frequently reported that reception in certain of the countries is not good, due to adverse atmospheric conditions or technical limitations, the excellent quality of the programs is commented upon in most of the communications.

Mr. Payne said that transmission of radio programs to Latin America is considered of mutual benefit, since it makes available many of the high-quality programs heard in the United States and at the same time is a medium through which the Latin American public is informed of our customs, culture and endeavors.

### Popularity of News

News reports emanating from American shortwave broadcasting stations have probably acted as the greatest single factor in enhancing the popularity of American broadcasts among Latin American listeners. Mr. Payne said he believes, too that emphasis on entertainment value which characterizes American broadcasts also contributes greatly to their popularity.

Publication in newspapers and other periodicals in Latin America of schedules of shortwave programs originating here and beamed on Latin America is being effected by the Department of Commerce in close cooperation with the Department of State, Radio Manufacturers Assn. and the broadcasting industry. Mr. Payne indicated that a greater volume of shortwave programs is put on the air by American broadcasters than in any foreign country.

Weekly schedules of forthcoming radio programs, especially prepared or selected on the basis of known preferences of radio listeners in Latin America and frequently presented in the languages most widely understood in that area, are distributed in Latin American countries through the foreign offices of the U. S. Government.

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KDAL
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KROC

**MINNESOTA-IOWA** stations and regional networks, disregarding their competitive status, joined with tourist and booster associations last month for an *On to Minnesota* program, promoted by WCCO and the *Minneapolis Star-Journal* and carried jointly over the Northwest network of CBS, the Minnesota Radio Network and the Iowa Broadcasting System. George Grim (left) and Ed Shave faced a battery of 11 microphones in the WCCO studios, and the newspaper, owned by the Cowles radio-newspaper interests which include the *Star-Journal*, ran this picture in eight columns after its artist had painted in the various call letters. A special cast dramatized vacation and resort advantages of the State, enacting the arrival of a typical out-of-State family at the Minneapolis Aquatennial July 21-28. An official "Aquatennial March", composed by Rollie Altmeyer of WCCO, was broadcast for the first time. Promoting the event by direct mail, KSTP has forwarded giant illustrated invitations to the trade.

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# VANTI'S DANCERS

## 28,500 Bring Bottletops and Swamp Gotham Beach

SOME KIND of a record for a "studio audience" as well as for outdoor dancing was set July 8 when 28,556 men, women and children jammed Manhattan Beach's bandstand for the second broadcast of *On the Spot*, program sponsored on WOR, Newark, by Vanti Pa-Pi-A Corp., New York. Dancers are admitted to the floor for three Vanti bottletops with a chance to participate in the broadcast from 8:30-9 p.m. when stopped on certain "spots" to answer questions for cash prizes.

So large was the crowd, which poured in even after the program was over, that 46 handball courts, two outdoor and one indoor dance floors as well as the sidewalks were used, and police reserves were called out to establish order and direct traffic. Erwin, Wasey & Co., New York, handles the Vanti account.

### Expands FM Schedule

W2XMN, FM station owned by Maj. Edwin H. Armstrong at Alpine, N. J., has increased its daily schedule to include a special three-hour program of full-fidelity recordings, now operating Mondays through Saturdays, 11 a.m. to 2 p.m. The programs offer both light and semi-classical music, marches and other selections chosen to display the noise-free, full-fidelity characteristics of FM. W2XMN continues its regular transmission of CBS programs from 4-11 p.m. weekdays and 3-6 p.m. Sundays.

ARNOWITZ & HEIT, New York store selling Heit-Kraft clothes, about Sept. 16 will start a spot announcement campaign using New York stations only, according to Rosette Adv. Agency, New York, recently appointed to handle the account.

### Cudahy Names B-S-H

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), has named Blackett-Sample-Hummert, Chicago, as agency. Media plans will be announced later.

# Ban on Foreign Tongues By Two Boston Stations Brings Council Backfire

FIRST repercussions to banning of foreign language broadcasts by stations as a result of the war emergency came in Boston June 28 when City Councilor Russo said he would demand a probe of WMEX and WCOP unless a satisfactory explanation is given of purported refusal to permit Italian broadcasts since Italy's entrance into the war.

The stations, in conformity with newly-instituted policy, it is reported, decided to eliminate certain types of foreign language programs. WMEX, authorized to operate with 5,000 watts in lieu of its present local assignment, has decided to eliminate all foreign language programs because of its change in coverage status, it was declared.

Mr. Russo said it had been reported to him that the stations forbid broadcasting in a foreign language "with the exception of advertisements". He said that as a member of the City Council representing all people regardless of race, color or creed, he wanted a satisfactory explanation and that unless such was made it was his intention to introduce before the Council an order demanding "an inquiry into this condition".

For Better Letters
WOODSTOCK
TYPEWRITERS

WIBC
1050 K C—1000 WATTS

•

*Indiana's Fastest Growing Station!*

Well planned musical features, alert showmanship, and thoughtful consideration to community service—these are the things that have made WIBC the most talked of, and most listened to, station serving Central Indiana—an area wherein 450,000 radio families are influenced in the spending of $300,000,000 yearly by the messages heard over Indiana's Friendly, Compelling Voice—WIBC!

•

WIBC
1050 K C—1000 WATTS
Indianapolis
Howard H. Wilson, *Nat'l Rep.*

HAY-ADAMS
HOUSE

In hospitality, charm and dignity as well as service and cuisine, the Hay-Adams House perpetuates these two great names. An ideal location, directly opposite the White House, overlooking beautiful LaFayette Park. Write for free "Guide to Washington."

From $3.50 Single $5. Double
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### ACTIONS OF THE

# FEDERAL COMMUNICATIONS COMMISSION

### JUNE 29 TO JULY 12, INCLUSIVE

## Decisions . . .

**JUNE 29**

MISCELLANEOUS — WAAB, Boston, Mayflower Bcstg. Corp., Boston, continued to 7-25-40 oral argument re Mayflower application new station and WAAB renewal application; WINN, Louisville, granted license new station 1210 kc 100-250 w unl.

**JULY 2**

MISCELLANEOUS—WLOL, Minneapolis, granted license new station 1300 kc 1 kw unl.; WPRA, Mayaguez, P. R., granted license change to 780 kc 1-2½ kw unl.; WBNX, New York, granted license increase to 1 kw etc.; WMBD, Peoria, Ill., granted mod. license change to WMBC Bcstg. Co.

**JULY 5**

KVI, Tacoma, Wash.—Granted consent voluntary transfer of control to Laura M. Doernbecher.

WSUN, St. Petersburg, Fla.—Granted CP increase to 5 kw N & D.

WFLA, Tampa—Granted CP increase to 5 kw N & D directional N.

KWFT, Wichita Falls, Tex.—Granted CP increase to 1-5 kw 620 kc unl.

KQW, San Jose, Cal.—Granted mod. license to 5 kw N & D.

WMFR, High Point, N. C.—Granted consent voluntary transfer of control to James E. Lambeth.

WGCM, Gulfport, Miss.—Granted CP move trans., increase N to 250 w, new antenna.

WKOK, Sunbury, Pa.—Granted CP increase to 250 w N & D, change equip.

WHAT, Philadelphia—Granted consent transfer control to Philadelphia Record Co., with proviso that it "shall not be construed as a finding with respect to a future transfer of control of the licensee corp. to the preferred stockholders of the Philadelphia Record or the Courier Post. Co."

KIUP, Durango, Col.—Granted CP new trans., increase to 250 w.

WCHV, Charlottesville, Va. — Granted transfer of control to Charles Barham Jr.

WIBG, Glenside, Pa.—Granted CP increase to 1 kw ltd.

NEW, Kokomo Bcstg. Corp., Kokomo, Ind.—Deferred applic. CP Class IV 1420 kc 250 w unl. pending treaty allocations.

MISCELLANEOUS — NEW, Anthracite Bcstg. Co., Scranton, granted motion dismiss without prejudice applic. CP 1370 kc 250 w unl.; NEW, General Bcstg. Inc., Miami, Fla., granted petition to amend applic. to 920 kc 5 kw unl. directional; WREN, Lawrence, Kan., granted extension time to file exceptions etc. re applic. move to Kansas City.

**JULY 6**

KGKB, Tyler, Tex.—Proposing to affirm recommendations of Commissioner Payne to revoke license for transfer of rights without Commission consent.

NEW, Joe W. Engel, Chattanooga—Granted CP 1370 kc 250 w unl.

**JULY 8**

KRRV, Sherman, Tex.—Granted license change to 880 kc 1 kw unl. directional, new trans.

WFNC, Fayetteville, N. C.—Granted license 1340 kc 250 w D.

WABC, New York—Granted CP new antenna, trans., move to New Rochelle.

WQXR, New York—Granted mod. CP increase power for new trans., change antenna.

WLOG, Logan, W. Va.—Granted license 1200 kc 100 w D.

**JULY 10**

KVOS and Bellingham Bcstg. Co., Bellingham, Wash.—Continued oral argument to 7-18-40.

KOB, Albuquerque, N. M.—Granted mod. CP increase to 50 kw re trans.

**JULY 11**

NEW, Paul R. Heitmeyer, Cheyenne, Wyo.; NEW, Frontier Bcstg. Co., Cheyenne—Paul R. Heitmeyer denied motion to grant applic. CP without further hearing but complied with alternative request that his application be dismissed; granted Frontier Bcstg. Co. motion to reconsider action remanding applic. for hearing and granted without further hearing CP 1420 kc 100-250 w unl.

WSAR, Fall River, Mass.—Denied reconsideration and hearing of applic. WHOM CP increase to 500 w-1 kw, without prejudice to submission of engineering proof that WHOM operation as proposed has caused objectionable increase in interference.

NEW, Pierce Marine Corp., Youngstown, N. Y.—Denied as in default applic. CP.

**JULY 12**

MISCELLANEOUS — WBRC, Birmingham, granted CP move trans.; WHEB, Portsmouth, N. H., granted license increase power; WMPS, Memphis, granted license change trans.; WRAW, Reading, Pa., granted license increase power; WHIZ, Zanesville, same; WICA, Ashtabula, same; WHKY, Hickory, N. C., granted license new station 1370 kc 50 w unl.; WSOO, Sault Ste. Marie, Mich., granted license new station 1200 kc 100-250 w unl.; NEW, Glover Weiss Co., Jacksonville, Fla., denied as in default applic. new station 1440 kc 250 w unl.

## Applications . . .

**JULY 2**

WTRY, Troy, N. Y.—CP directional change to 1 kw unl. III-B.

WGAN, Portland, Me.—CP new trans., change antenna, change to 560 kc 5 kw unl. III-A.

WNBF, Binghamton—Auth. transfer control to John C. Clark.

NEW, Batavia Bcstg. Corp., Batavia, N. Y.—CP 640 kc 250 w D II.

WHIZ, Zanesville, O.—License increase power etc.

WSPD, Toledo—Mod. CP increase power etc., to extend completion date.

WARM, Scranton, Pa.—License new station.

WHKY, Hickory, N. C.—License new station.

WBRC, Birmingham—CP directional N, increase to 5 kw N & D, amended to omit request for increased power and directional antenna.

**JULY 3**

WEAF, New York—Mod. CP move trans., directional antenna, to change equip.

NEW, Capital Bcstg. Co., Washington—CP 1420 kc 250 w unl., amended re trans., radiator.

WMMN, Fairmont, W. Va.—CP increase to 5 kw N & D.

NEW, Wilkes-Barre Bcstg. Corp., Wilkes-Barre, Pa.—CP 1210 kc 250 w unl. IV, asks WBAX facilities.

WING, Dayton—Auth. transfer control to Charles Sawyer.

**JULY 5**

WSNJ, Bridgeton, N. J.—CP Class IV 1210 kc 100-250 w unl., synchronize with WSNJ.

WHEB, Portsmouth, N. H.—License new trans., increase power.

WSAM, Saginaw, Mich.—Mod. license to 250 w N & D.

WMBG, Richmond, Va.—Mod. license to 5 kw N & D.

WSOO, Sault Ste. Marie, Mich.—License new station.

WLBJ, Bowling Green, Ky.—License new station.

WRAW, Reading, Pa.—License new trans., increase power.

WICA, Ashtabula, O.—License increase power.

WJAS, Pittsburgh—CP increase to 5 kw N & D directional N, Class III-A.

WAGF, Dothan, Ala.—Voluntary assignment license and CP to John T. Hubbard. Julian C. Smith, Fred C. Moseley and Horace Hall d/b Dothan Bcstg. Co.

**JULY 8**

WTJC, Hartford, Conn.—Mod. license to 1040 kc unl. directional N.

WGNY, Newburgh, N. Y.—CP change to 1370 kc 250 w unl.

KFDA, Amarillo, Tex.—Mod. license to 1200 kc.

WMBD, Peoria, Ill.—Voluntary assignment license to Peoria Bcstg. Co., a Delaware Corp.

KGFW, Kearney, Neb.—Auth. transfer control to Lloyd C. Thomas.

NEW, Central Eillamette Bcstg. Co., Albany, Ore.—CP 1210 kc 250 w unl. IV.

**JULY 10**

KLZ, Denver—License increase power, directional.

KSRO, Santa Rosa, Cal.—CP change to 1320 kc increase to 1 kw, new trans., directional.

### FCC Schedule

WHILE seeking to avoid a summer recess, the FCC will operate on a somewhat curtailed schedule during the remainder of the summer, with provisions made to handle routine business by less than a quorum of its membership. Chairman James Lawrence Fly declared July 8 that the FCC does not propose to close down for the summer to the same extent as in the past and that such hearings as necessary will be held. The FCC held a regular meeting July 5 but is not scheduled to hold another session until July 19. There may be one other full FCC session prior to resumption of the normal schedule after Labor Day.

Friendly Service
WLW
WSAI
WSAI

**SETTING THE PACE** for promotion of and at the Middletown Food Fair at Middletown, O., early in July was the participation of WSAI, Cincinnati, centering around this booth located in front of the Food Fair building. The promotion, directed by Dick Ruppert, also had the backing of Socony Vacuum Oil Co., sponsor on alternate days of Cincinnati Reds baseball broadcasts. Eleven programs were remoted direct from the Fair, climaxed on the final night with presentation of a WSAI live-talent show. Attributed to the promotion, attendance this year was estimated at 25,100, compared with 15,000 in 1939. WSAI mobile units, with Socony trucks, headed a parade opening the Fair. A popular feature was the broadcast of a direct-wire baseball reconstruction from the WSAI booth, with Dick Bray and Roger Baker explaining reconstruction technique. In booth are (l to r) Dick Ruppert, Roger Baker, Dick Bray, telegrapher.

## New Video, FM Tubes Are Announced by GE

TWO NEW three-electrode transmitting tubes, Types GL-8002 and GL-8002R, designed for use as radio-frequency power amplifiers at ultra-high frequencies, have been announced by the General Electric Co. The GL-8002R is equipped with a milled-copper radiator for forced air cooling and the GL-8002 is water-cooled; otherwise the tubes are identical.

Particularly designed for FM and television transmitters, the new tubes are capable of an output of 1,800 watts and may be used at full rating up to 120 mc. (forced air cooled) or up to 150 mc (water cooled). At reduced inputs, frequencies as high as 200 mc (air cooled) and 300 mc (water cooled) can be used.

The over-all dimensions of the GL-8002 and GL18002R are maximum length of 4 11/16 and 5 3/8 inches respectively and maximum diameters of 1 7/8 and 3 11/16 respectively. The inductance to the three electrodes is minimized through the use of multiple leads for both the filament and grid connectors.

## Opinion on Wages

CARETAKERS at radio transmitters are covered by the Fair Labor Standards Act and must be paid a minimum of 30 cents an hour with time-and-a-half for overtime above 42 hours a week. This opinion was advanced July 8 by Rufus G. Poole, associate general counsel of the Wage & Hour Division of the Labor Department, in reply to an inquiry by Joseph L. Miller, NAB director of labor relations. According to the interpretation, a yard man caring for transmitter grounds and performing horticultural work could be covered by the maximum hour and wage provisions of the act, and would not be regarded as engaged in agriculture or acting as a domestic servant and therefore exempt.

## Government Regulation Of Programs Proposed

GREATER Government participation in the programming of broadcast stations and networks is proposed in *National Policy for Radio Broadcasting* [Harper & Brothers, New York $3]. Author is Cornelia B. Rose Jr., who conducted an inquiry on behalf of the National Economic & Social Planning Assn.

Public interest is not sufficiently safeguarded by the competitive system, Miss Rose writes, because the system is principally an economic concept of organization. She takes the position that the Government should take positive measures to encourage improvement as well as to eliminate evils. Network system should be the basis of American radio. she says, adding that they should become fully national in service. Responsibility for what goes on the air should be made to rest with broadcasters, she says.

## Network Accounts

All time EDST unless otherwise indicated.

### New Business

MENNEN Co., Newark (shaving cream), on Sept. 29 starts *Quixie Doodle Contest* on 52 CBS stations, Sun., 5:30-6 p.m. (EST). Agency; H. M. Kiesewetter Adv. Agency, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on July 11 started *Dixieland Music Shop* on 52 NBC-Red and Blue stations, Thurs., 7:30-8 p.m. Agency: Wm. Esty & Co., N. Y.

MENNEN Co., Newark (shaving cream), on July 15 starts *Bob Garred's News* on 7 CBS Pacific stations, Mon., Wed., Fri., 7:30-7:45 p.m. Agency: H. M. Kiesewetter, N. Y.

MACFADDEN PUBLICATIONS, New York (*Liberty* magazine), on June 20 started for 26 weeks a recorded version of *The Voice of Liberty*, featuring Gabriel Heatter, on 3 Don Lee California stations, (KHJ KGB KFRC), Thurs., Sat., 7:30-7:45 p.m. (PST). Agency: Erwin, Wasey & Co., N. Y.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Avalon cigarettes), on Aug. 5 shifts *Showboat* from NBC-Blue to 57 NBC-Red stations, Fri., from 7-7:30 p. m. (EST) with reb. 10-10:30 (EST). Agency: Russel M. Seeds Co., Chicago

CANADIAN RAILWAY Assn., Montreal, on July 18 starts *Canadian Holidays*, with Malcolm LaPrade in travelogues, on 42 NBC-Blue stations, Thurs., 8-8:30 p. m. Placed direct.

### Renewal Accounts

COLGATE-PALMOLIVE-PEET Co., Jersey City (dentifrice), on Aug. 15 renews *Ask-It Basket* on 63 CBS stations, Thurs., 8-8:30 p. m., reb. 11:30 p. m. Agency: Benton & Bowles, N. Y.

MARS Inc., Chicago (candy bars), on Aug. 26 renews for 52 weeks *Dr. I. Q.* on 59 NBC-Red stations, Mon., 9-9:30 p.m. Agency: Grant Adv., Chicago.

WM. WRIGLEY JR. Co., Toronto (gum) on July 9 renewed till Oct. 1 *Treasure Trail* on 5 Ontario stations, Tues. 9.30-10 p.m., and on Aug. 20 renews till Nov. 12 on 9 CBC Prairie Network stations, Tues. 10-10.30 p.m. Ontario net originates CFRB, Toronto: Prairie net originates CKY, Winnipeg. Agency: Tandy Adv. Agency, Toronto.

LAMONT, CORLISS & Co., Toronto (Pond's Cream) on Sept. 18 renews till Dec. 25 *Those We Love*, on CKAC, Montreal; CHRC, Quebec; Wed. 9-9.30 p.m. Agency: J. Walter Thompson Co., Toronto.

KRAFT CHEESE Co., Chicago (cheese), on July 25 renews for 52 weeks *Kraft Music Hall* on 79 NBC-Red stations. Programs heard Thurs. from 8-9 p.m. (CDST). Agency: J. Walter Thompson Co., Chicago.

### Network Changes

GILLETTE SAFETY RAZOR Co., Boston, on July 9 renewed *Elmer Davis & the News* on 88 CBS stations, Tues. and Fri., 8:55-9 p.m. Agency: Maxon Inc., N. Y.

CUMMER PRODUCTS Co., Bedford, Ohio (Energine), on July 24 replaced *What Would You Have Done?* with *Metropolitan Airport* on 45 NBC-Blue stations, Wed., 8:30-9 p.m. Agency: Young & Rubicam, N. Y.

STANDARD OIL Co. of California, San Francisco on Oct. 3, shifts *Standard School Broadcast* on 12 NBC-Pacific Blue stations, Thurs., 11-11:45 a.m. to 32 Pacific Coast Don Lee stations, Thurs., 11:15-11:45 a.m.

STANDARD OIL Co. of California, San Francisco, on Oct. 3 shifts *Standard Symphony Hour* on 6 NBC-Pacific Red stations, Thurs., 8:30-9:30 p.m., to 29 Pacific Coast Don Lee stations, Thurs., 8-9 p.m. (PST).

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Big Ben mixture), on Aug. 5 starts *Renfro Valley Barn Dance* on 21 NBC-Red stations, Mondays, 7-7:30 p. m. (EST). Agency: Russell M. Seeds Co., Chicago.

CAMPBELL SOUP Co., Camden, N. J. (Franco-American spaghetti), on Aug. 5 shifts *Lanny Ross* on 27 CBS stations from Mon. thru Fri., 7:15-7:30 p. m. to Wed., Thurs., Fri., 7:15-7:30 p. m. Agency: Ward Wheelock Co., Philadelphia.

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## *Arbitrators Fix Minimum Talent Rates For Network Key Stations in Chicago*

DECISION handed down July 12 by a three-judge panel of the American Arbitration Assn. establishes the following minimum rates for the services of radio artists employed on commercial programs broadcast by network key stations in Chicago:

For quarter-hour programs, actors and announcers (including actors on dramatic commercials) are to be paid $9; singers in groups of five voices or more, $6; singers in groups of two to four voices, $9; soloists, $20. Minimum rates for half-hour and hour broadcasts are to be four-thirds and five-thirds respectively of the 15-minute rates.

Decision, originally scheduled for June 12 but postponed for 30 days at the request of the judges, includes a series of conversations, negotiations and disputes that have continued since the signing of the American Federation of Radio Artists Code of Fair Practice for network commercial programs in February, 1939. Since that time the Chicago scale for talent has been the subject of numerous discussions between the national networks and the national office of AFRA and between the Chicago office of AFRA and the managements of WMAQ, WENR, WBBM and WGN, stations affected by the AAA ruling.

Negotiations having reached no conclusion, AFRA requested the AAA to arbitrate the question of wages and conditions for talent on commercial programs originating from the Chicago key stations. The networks opposed AFRA's motion, stating that the subject was one for negotiation, not arbitration. An AAA hearing on that point was held last February with the decision that the question was suitable for arbitration [BROADCASTING, March 1]. Argument on the main question was then presented early in April before arbitrators George Bowden, named by the networks, Wesley A. Sturges, named by AFRA, and Nathan Isaacs, chairman. [BROADCASTING, April 15]

In its decision the three-man board ruled that "working conditions laid down in the code shall apply in the absence of specifications or necessary implications to the contrary to local commercial broadcasts produced in Chicago at the major stations of the companies party to this arbitration (NBC, CBS, WGN)," and "that rules and rates for rehearsal shall likewise be those laid down in the same code." This ruling is contrary to the pleas of the broadcasters who argued that completely separate contracts should cover the employment of talent on local and network programs and who asked for three-year contracts with AFRA covering talent employed on local shows in Chicago.

Broadcasters are favored, however, in the final clause of the decision which reads "that where station announcers are used for commercial programs the rates stipulated herein shall apply only so far as consistent with the terms of their general contract of employment, which shall govern the question whether their salaries covered all or any part of the services required on such programs and if not whether upon receipt of the special fees recited herein any deduction shall be made from their regular salaries for the time so paid for."

### WKAT's Meow

BLUE angora kittens provided the "live announcement" July 15 by WKAT, Miami, of its affiliation with NBC-Blue network. International Radio Sales, New York, had to get permission from the SPCA to send out blue-dyed felines to 25 New York timebuyers for its Miami client. A special vegetable dye produced the desired effect, which was guaranteed to come out in the wash. The angora stunt tied up the WKAT call letters and the first part of the name of WKAT's owner, A. Frank Katzentine, and tags bore the label "The KAT Goes Blue". Steve Hannigan, New York, handled publicity.

• men in 350 broadcasting stations select CREI training

• The fact that ambitious men in more than 350 broadcasting stations selected CREI courses is indicative of the type of training we offer men who KNOW what is required of those seeking better jobs in Radio. The men who will carry on "tomorrow" must be equipped with the ability to know "how and why." CREI training supplies this practical and theoretical knowledge. Our new booklet just off the press explains in detail.

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ERIE, PA.

# Networks Sending Same Staffs for Democrat Session

## NBC Arranges to Use Films For Television Coverage

WITH announcement by NBC that it would offer visual coverage of the event in the New York area by televising special Pathe newsreels, radio coverage of the Democratic National Convention, opening July 15 in Chicago, will parallel that at the Republican Convention in Philadelphia late in June.

Using substantially the same staffs as at Philadelphia, the national networks have completed plans for blanketing the principal events of the Chicago conclave. In addition, WLW-WSAI, Cincinnati, which sent a special six-man crew to Philadelphia for independent direct-wire pickups, will do the same at Chicago [BROADCASTING, June 15, July 1].

### Pathe to Send Films

According to terms of an agreement between NBC and Pathe News, announced July 10 by Alfred H. Morton, NBC vice-president in charge of television, the newsreel organization during the convention will ship about 1,000 feet of film daily by plane to New York City. The films, to be made exclusively for television and covering both afternoon and evening sessions, will be transmitted twice daily, at 3:30 and 9 p.m. starting July 16, on W2XBS, NBC television transmitter atop the Empire State Bldg. in New York. The 10-minute film reviews of convention activities thus will be televised in New York the following day. In announcing the film coverage of the Democratic convention, Mr. Morton pointed out that no technical facilities existed in the Chicago area for relaying television programs direct from the convention site, as was done via coaxial cable between Philadelphia and New York during the GOP convention.

The networks have been carrying pre-convention programs since early July, immediately after adjournment of the Republican convention, featuring Democratic leaders and commentators on the Republican - Democratic convention theme. Meantime network staffs have been in Chicago for more than a week, making and testing installations at the Chicago Stadium, convention site, and in the Stevens Hotel, convention headquarters.

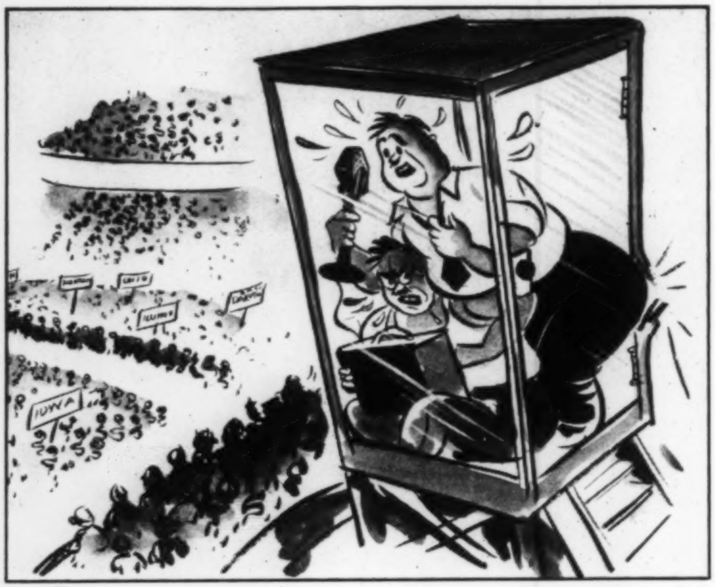
Essentially the same groups of commentators, announcers and technicians will handle network pickups as at Philadelphia. In addition to its regular commentator staff, NBC will present Postmaster General Farley, Democratic national chairman, in nightly five-minute resumes of the day's convention activities at the end of each sesion. In Philadelphia NBC presented similar nightly resumes by John D. M. Hamilton, Republican chairman.

The CBS staff of news analysts and special events reporters again will include Elmer Davis, Bob Trout, Paul Sullivan, Albert Warner, Bill Henry and James Fleming. John Charles Daly, CBS presidential announcer, and Clyde Hunt, engineer on presidential broadcasts, will remain in Washington, at least until the President's plans are known.

NBC's commentator - announcer group includes Walter Lipmann, Raymond Clapper, Lowell Thomas, H. V. Kaltenborn, Earl Godwin, Baukhage, Carleton Smith, George Hicks and Charles Lyons.

MBS will have a staff of 25 at the Chicago convention, with WGN, Chicago key station, handling a large share of the assignment. The MBS commentator staff includes Quin Ryan, Fulton Lewis Jr., Wythe Williams, Arthur M. Evans, Arthur Sears Henning and Ruth DeYoung Kohler. Mr. Ryan and Frank Schreiber, WGN special features director, will be in charge of MBS broadcasting activities, with Carl J. Meyers, WGN chief engineer, in charge of engineering; Adolph Opfinger, network traffic; Lester Gottlieb, publicity.

The same six-man crew that handled WLW-WSAI pickups at Philadelphia has gone to Chicago for similar duties. Headed by Cecil Carmichael, the staff includes Peter Grant, Elizabeth Bemis, Marsha Wheeler, Fred Thomas and James Cassidy. WLW and WSAI plan to originate seven programs daily.



Drawn for BROADCASTING by Sid Hix

*"We Greet You Again From This Great Air-Cooled Auditorium in the Windy City!"*

# *GOP SESSION COST NETWORKS $364,700*

COSTS of covering the Republican National Convention to the major networks ran well over $350,000 when all reports were in, topping preliminary on-the-spot estimates by approximately $100,000 [BROADCASTING, July 1]. Of this total more than $300,000 was accounted for by rebates for time and talent made to advertisers whose programs were cancelled or curtailed in order that the listening public might follow every step in the process of nominating a Presidential candidate.

Out-of-pocket costs of convention coverage were set at $15,000 by NBC, $25,000 by CBS and $8,000 by MBS, a total of $48,000. Commercial cancellations cost NBC $87,500 for time and $58,000 for talent rebates. CBS lost $125,000 in time charges and $45,000 in talent rebates. Mutual cancellations totaled $1,200. Combined costs total $364,700.

### Apropos

MUSICAL directors might take a lesson from Leon Cole, of WSM, Nashville, in fitting theme songs to commercials. With a new musical show for Blackstone Products Co., New York, makers of Blackstone aspirin tablets, Cole cast about purposefully for a moment or two and then greeted his audience and sponsor with—of all things—"You're a Sweet Little Headache".

# NAB Legislative Board Seeks Free-Radio Plank In Democratic Platform

A PLEA on behalf of the broadcasting industry for inclusion of a "free radio" plank in the convention platform, will be made to the Resolutions Committee of the Democratic National Convention in Chicago during the week of July 15 by NAB President Neville Miller.

Since the Republican National Convention in Philadelphia June 19 unanimously adopted a radio plank endorsing the principle of free radio on a parity with the press, it is logically expected that the Democratic Convention will follow through in similar fashion [BROADCASTING July 1]. Mr. Miller and members of the NAB Legislative Committee had appeared before the Republican Resolutions Committee on behalf of such a plank.

In addition to President Miller, it is likely that Harry C. Butcher, CBS Washington vice-president and member of the Legislative Committee; John A. Kennedy, West Virginia Network, chairman of the Legislative Committee, and F. M. Russell, NBC Washington vice-president, will appear before the Democratic board.

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JACKSON & PERKINS Co., Newark, N. Y. (nurserymen), has appointed Flagler Advertising Inc., Buffalo, as its agency.

# Cheyenne Gets Second Station

A SECOND station in Wyoming's capital, Cheyenne, was authorized for construction by the FCC in a final decision announced July 11 which writes finis to long litigation involving rival applicants. Earlier [BROADCASTING, July 1] the Commission had granted a new station in Cheyenne to Western Broadcasting Co. of Wyoming, authorizing 250 watts on 1370 kc.

The new grant is to Frontier Broadcasting Co., which was given 100 watts night and 250 day on 1420 kc. Coincidently, the Commission denied an application for the same facilities by Paul R. Heitmeyer, now manager of KLO, Ogden, Utah, and dismissed the application at his request.

The Frontier grant, though it involves the frequently raised issues of absentee and newspaper ownership, was obviously made in pursuance of the new policy of granting all comers providing they meet financial, legal and technical requirements and will cause no appreciable interference to other stations. In line with this policy of "survival of the fittest," the Commission has already made dual local grants in such small communities as Salisbury, Md. (where one dropped out) and Las Vegas, Nev. [BROADCASTING, June 15].

President of Frontier is S. H. Patterson, owner of KSAN, San Francisco, and onetime owner of KVOR, Colorado Springs, who holds 25% of the stock. Cheyenne Newspapers Inc., publishing the *Wyoming Eagle* and the *Wyoming Tribune & Leader*, the city's two dailies, and their publisher, Tracy S. McCracken, own 26%. The Stock Growers Bank of Cheyenne, as executors of the estate of J. H. Schroeder, holds 25%. William C. Grove, manager and chief engineer of KSAN, owns 9%; United Mine Workers, 10%; John Arp, hotel owner, 5%.

# *WJTN REORGANIZES STAFF AFTER SALE*

COMPLETE staff reorganization of WJTN, Jamestown, N. Y., was announced July 10 with the appointment of Simon Goldman, of Carthage, N. Y., as executive vice-president and general manager. Mr. Goldman has been acting manager for several weeks and was formerly associated with WSYR, Syracuse, in its sales department. Coming also from WSYR is Marshall Shantz Jr. of Utica, program director, replacing George Callison, who has joined WXYZ, Detroit. Mr. Shantz was formerly with WPRO, Providence, and WCAU, Philadelphia, as well as WSYR.

Tom McKee, who has been with WJTN for 18 months, is chief announcer. He was formerly with WMCA, New York, and WGR-WKBW, Buffalo. Musical director is John P. Lewis, formerly of WIBX, Utica, and former member of the Utica Symphony. A. E. Spokes, recent graduate of Syracuse University, is promotion and publicity manager.

WJTN recently was sold by Col. Harry C. Wilder to Jay E. Mason, of New York [BROADCASTING, June 15]. Col. Wilder continues to operate WSYR, Syracuse; WTRY, Troy, and KEEN, Keene, N. H.

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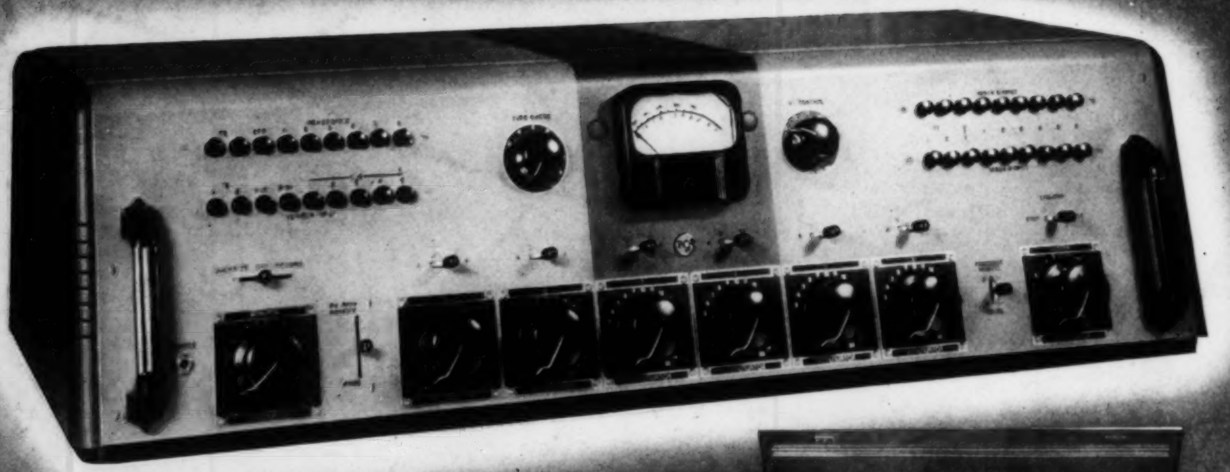

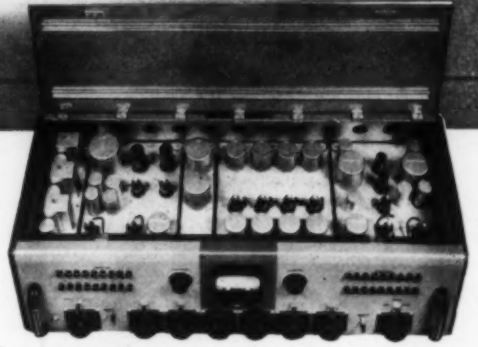

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